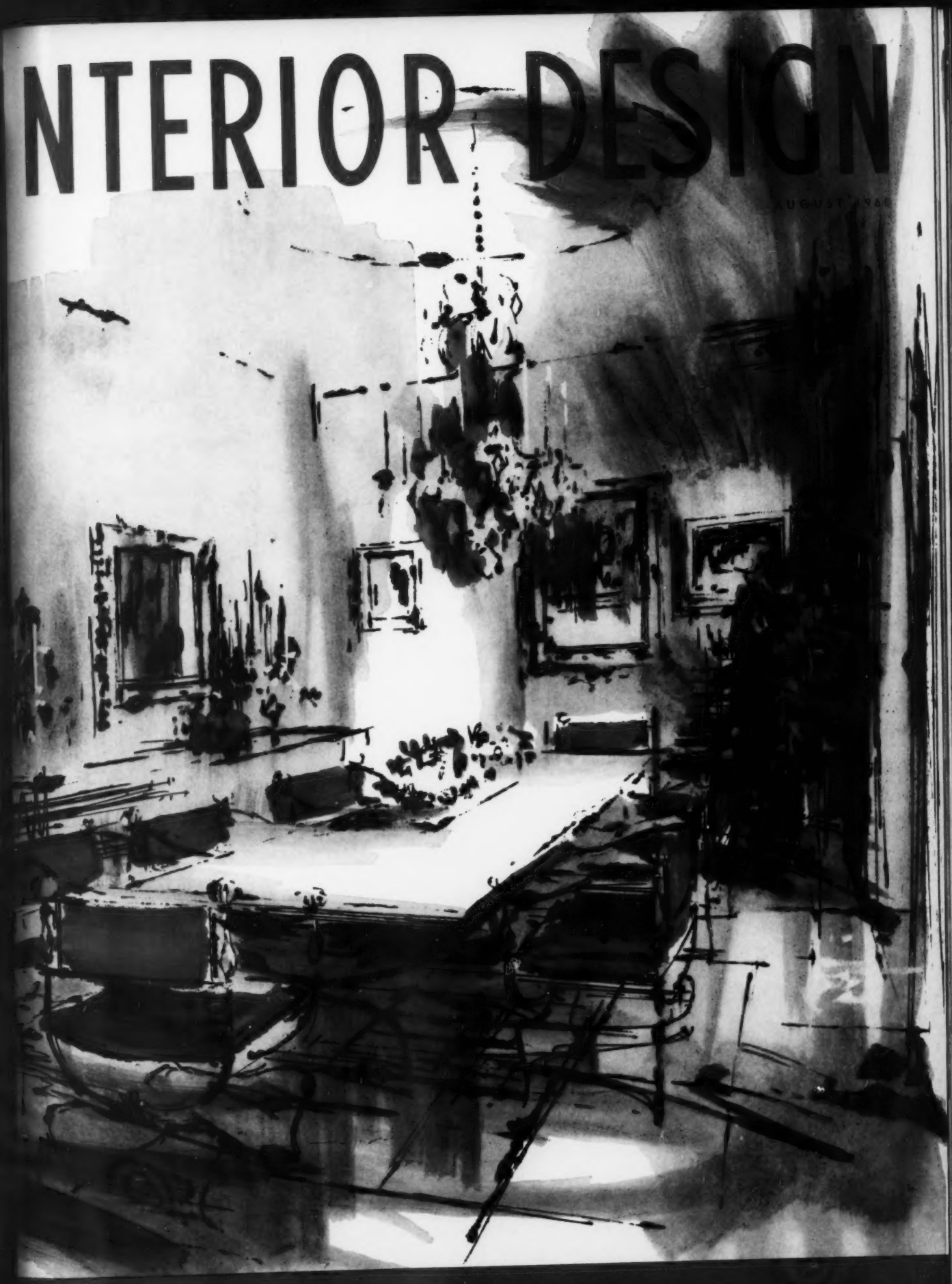
INTERIOR DESIGN

AUGUST 1956



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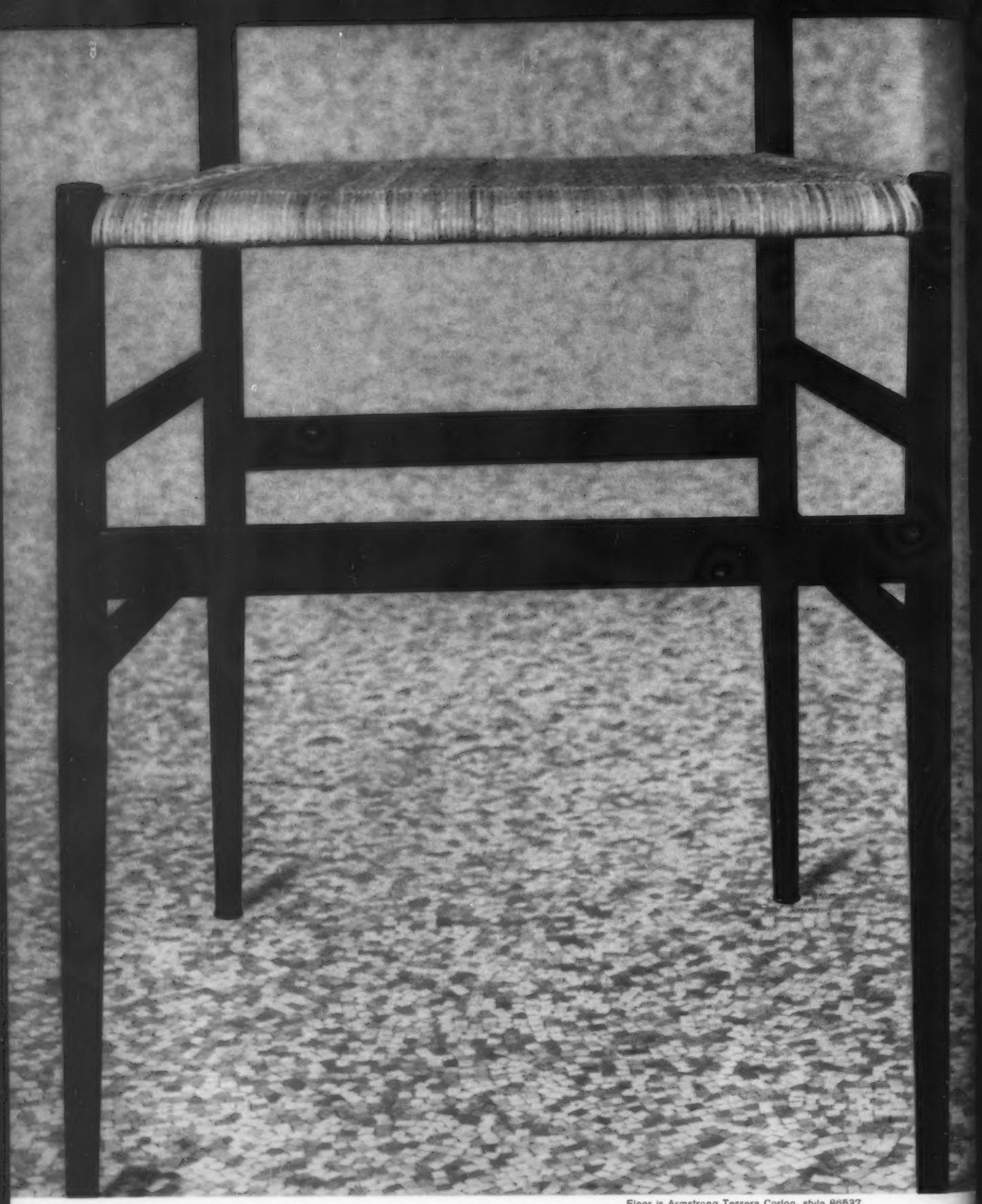

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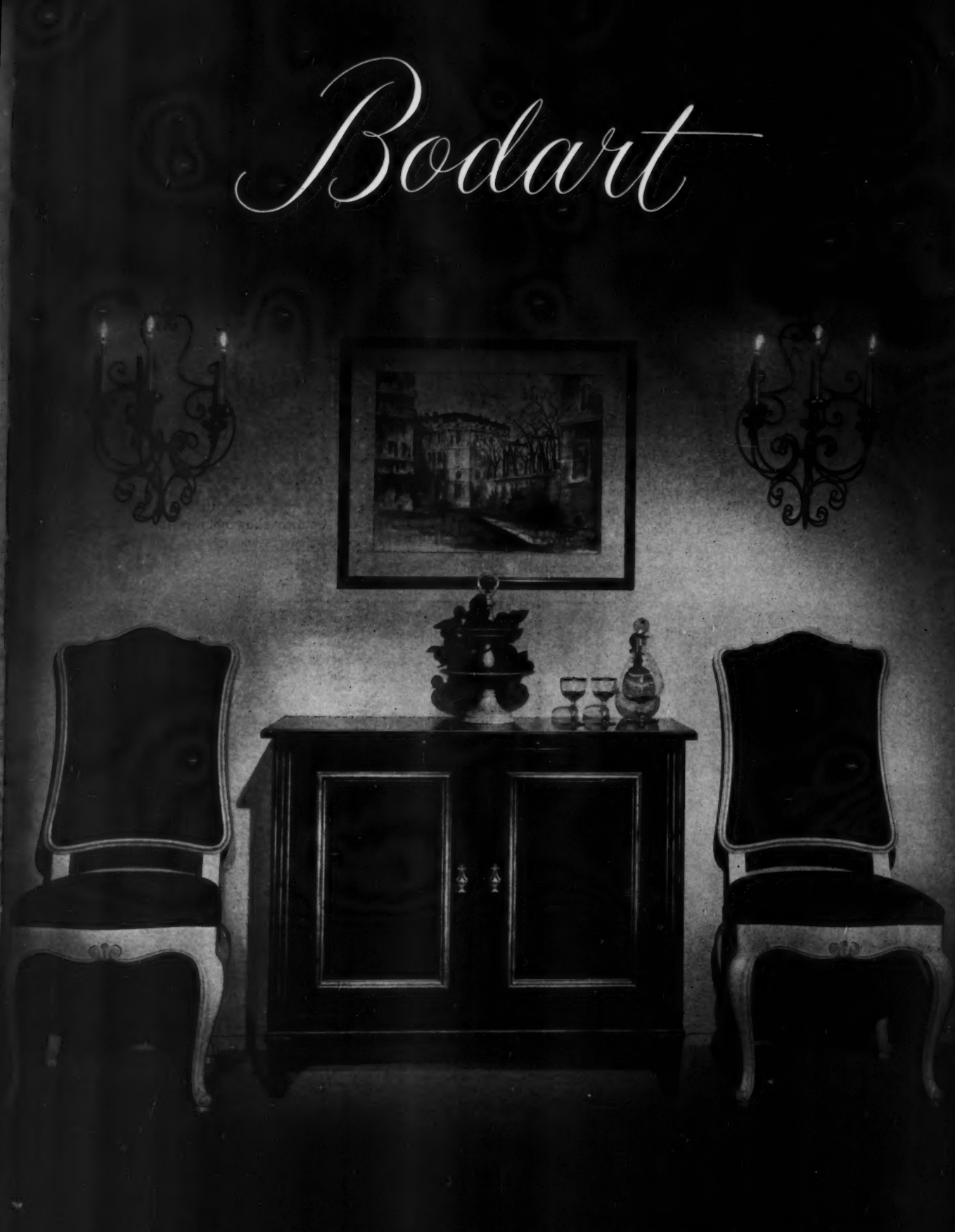

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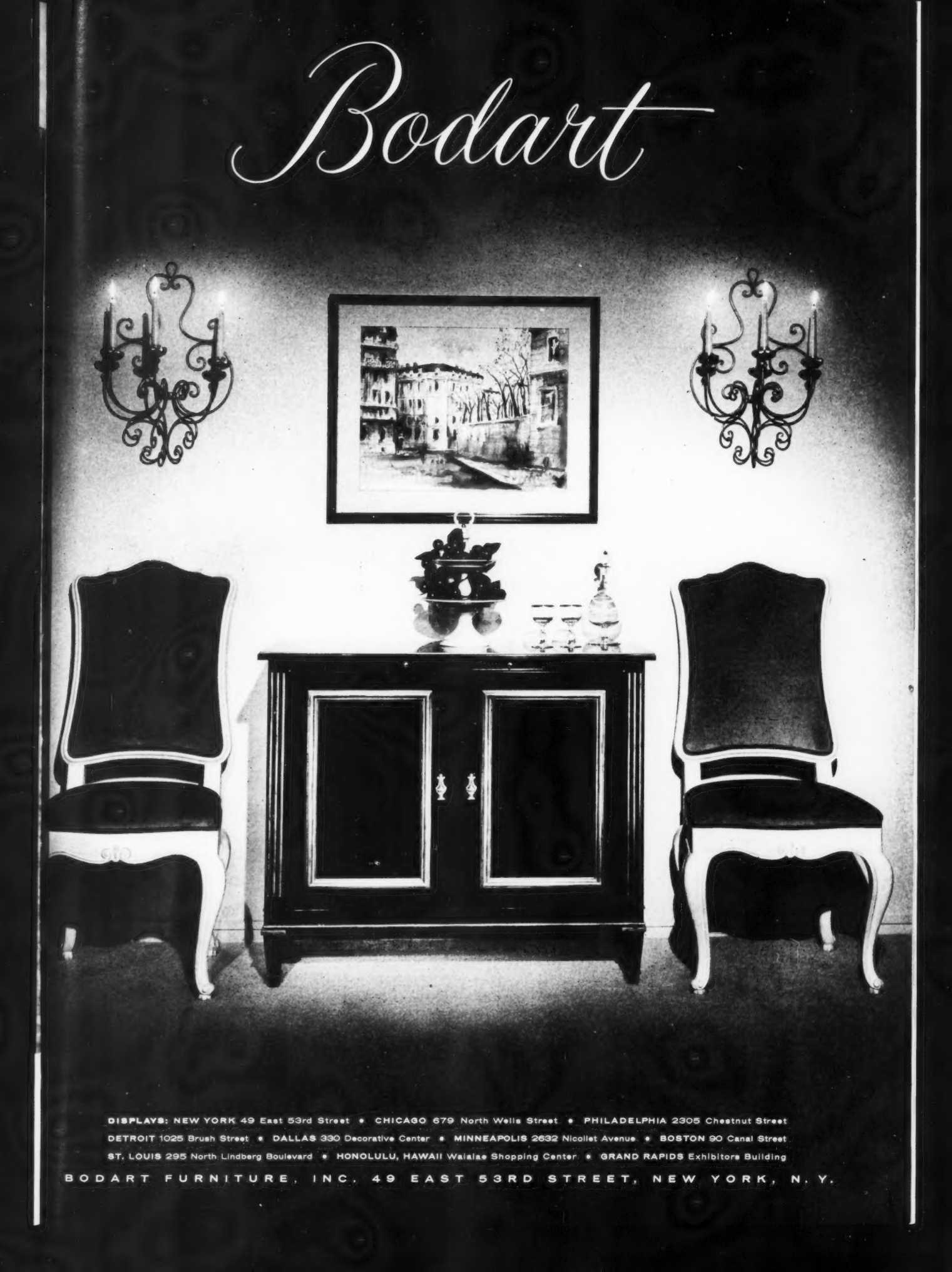
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SCALAMANDRÈ Silks in Oklahoma

Important in the décor by interior designer Bonnie Iskian for her client, Mrs. Steve F. Veazey, Oklahoma City, Oklahoma, are the beautiful fabrics by Scalamandrè Silks used throughout the house. In the Victorian living room, Scalamandrè pale green cut-velvet appears on the large sofa, complementing the sofa, opposite, in Scalamandrè off-white, pale yellow and palmetto lampas, the colors found in the specially woven rug; draperies are of lilac pink taffeta. In the club room, tufted cornice and curtains of Scalamandrè hand-blocked linen in green, red, blue and beige floral pattern establishes the decorative motif, the effect heightened by blue and white Chinese rugs and sofa in Scalamandrè slate blue textured cotton, contrasted with lobster pink leather on the wing chairs.

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Main contribution to lilting color schemes of house in Oklahoma City, by interior designer Bonnie Iskian, are Scalamandrè fabrics used throughout, in the flower-petal scheme featuring, in living room, pale yellow, off-white, palmetto and lilac-pink; in sturdy club room scheme, shown on opposite page and at right, Scalamandrè fabrics are used for upholstery on sofa and for curtain treatment, the colors including green, red, beige and slate blue.

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COLOR OF THE MONTH ..... YELLOW

COVER: By Jeremiah Goodman, A.I.D., *adapted from a room designed by Edward Durell Stone, F.A.I.A.*

COLOR OF THE MONTH: *For the third month, yellow was the color which appeared most frequently in our analysis of the interiors shown in this issue, and blue was second. Green, which appears on the cover, was selected because it was the third most used color. For a description of the room as designed by Mr. Stone, see page 85.*

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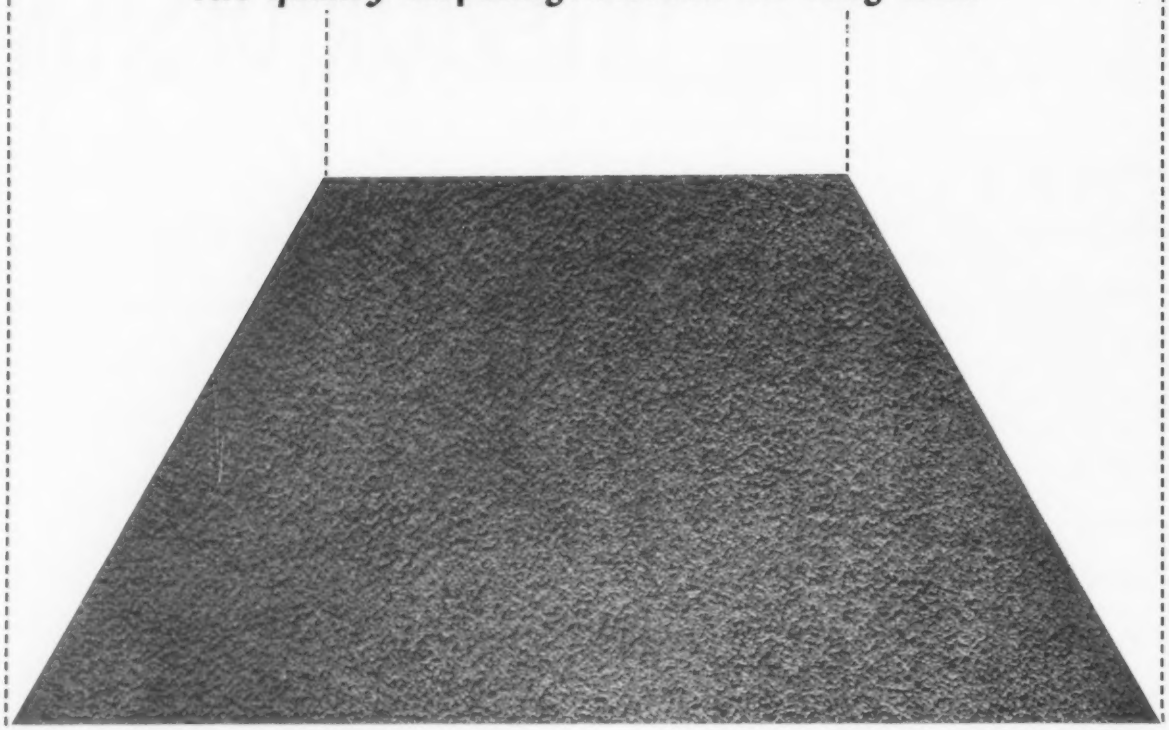

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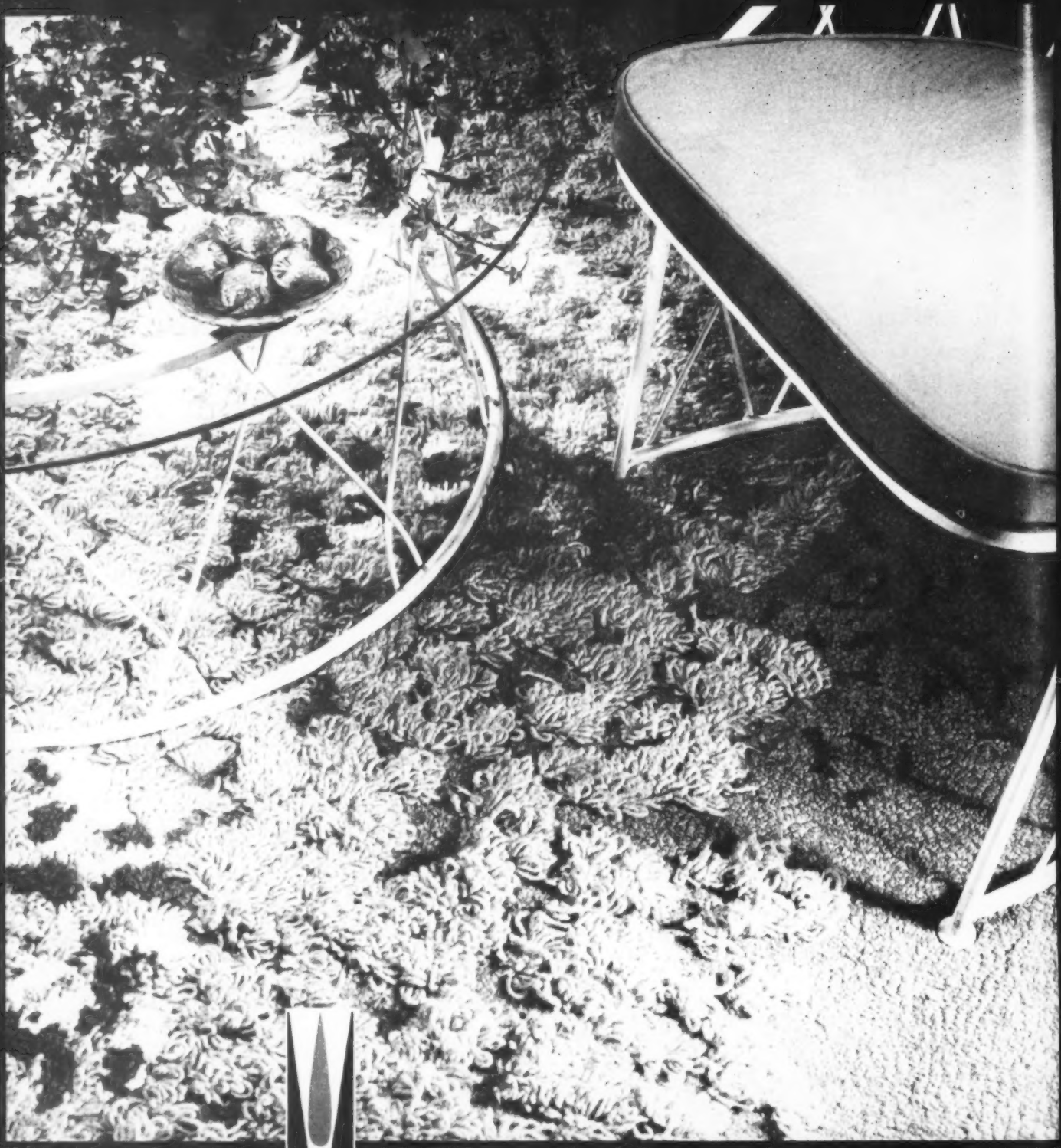

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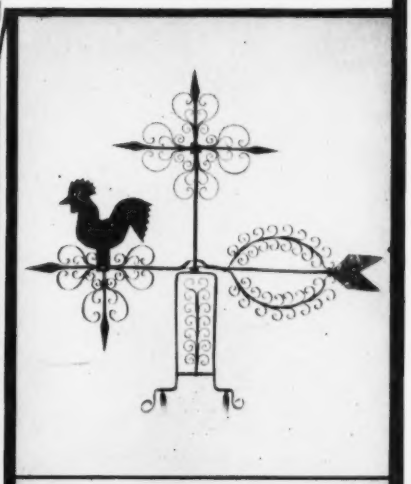

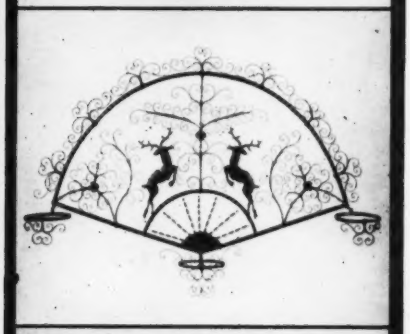

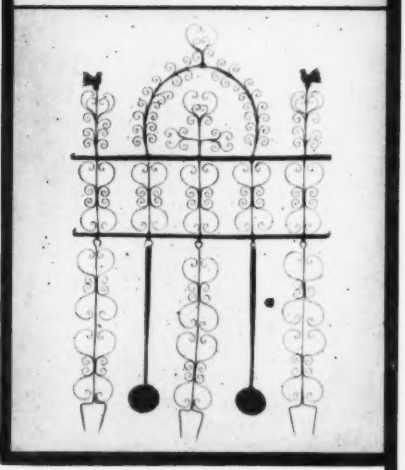

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QUALITY SOURCES

INTERIOR DESIGN

AUGUST 1960

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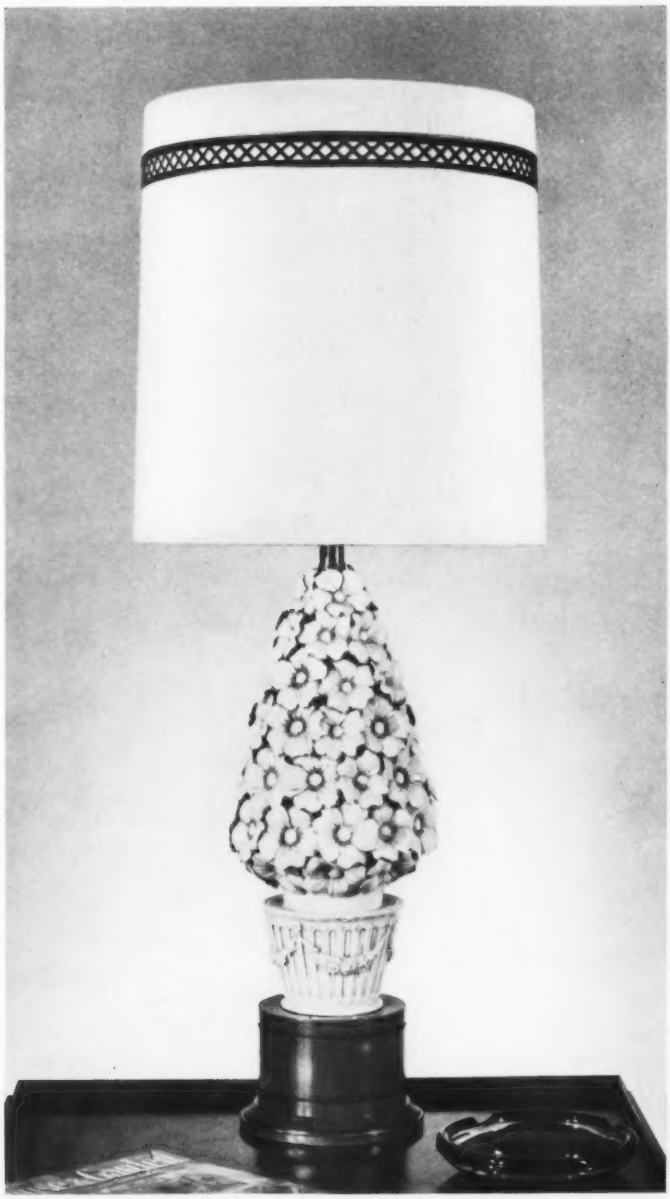

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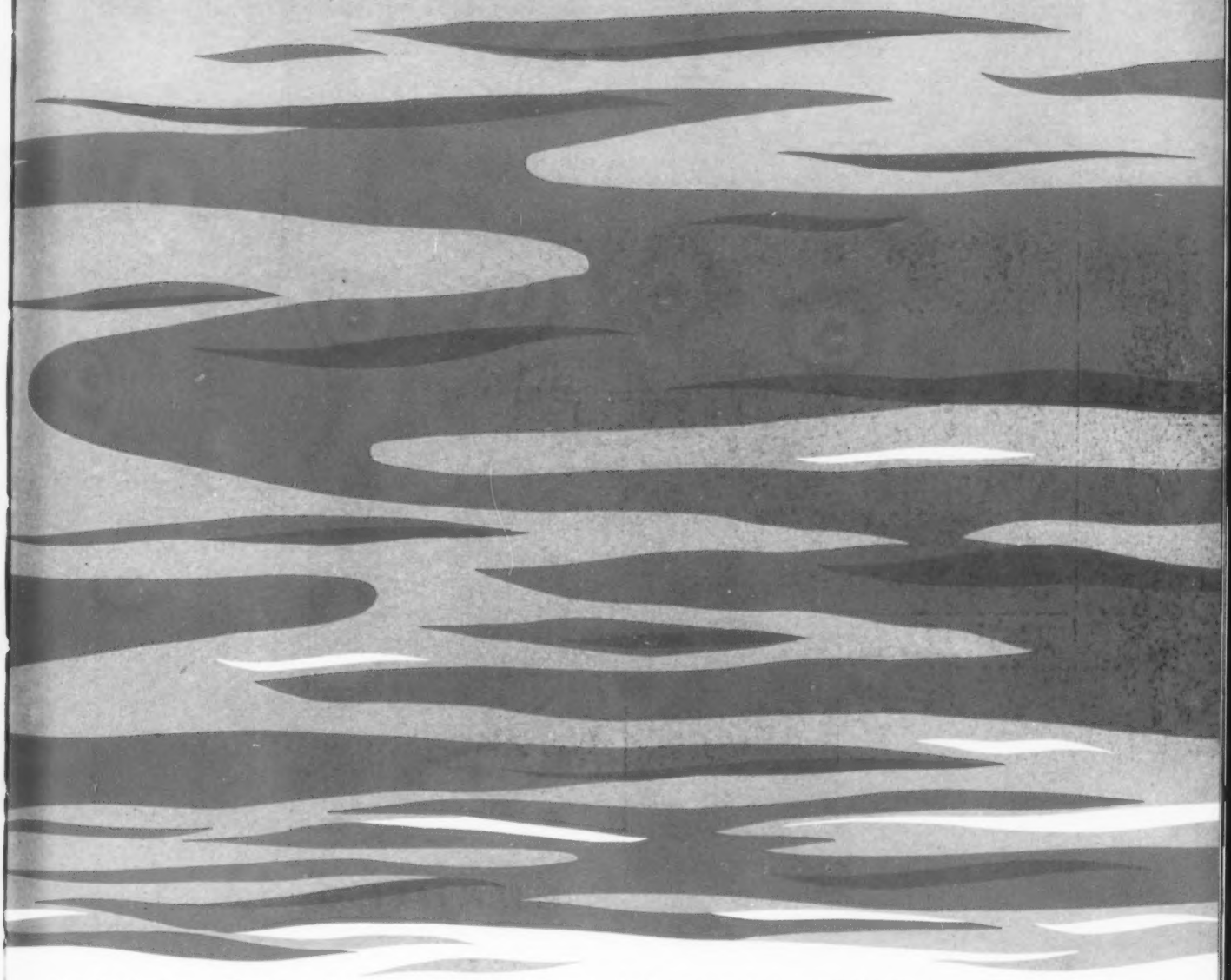

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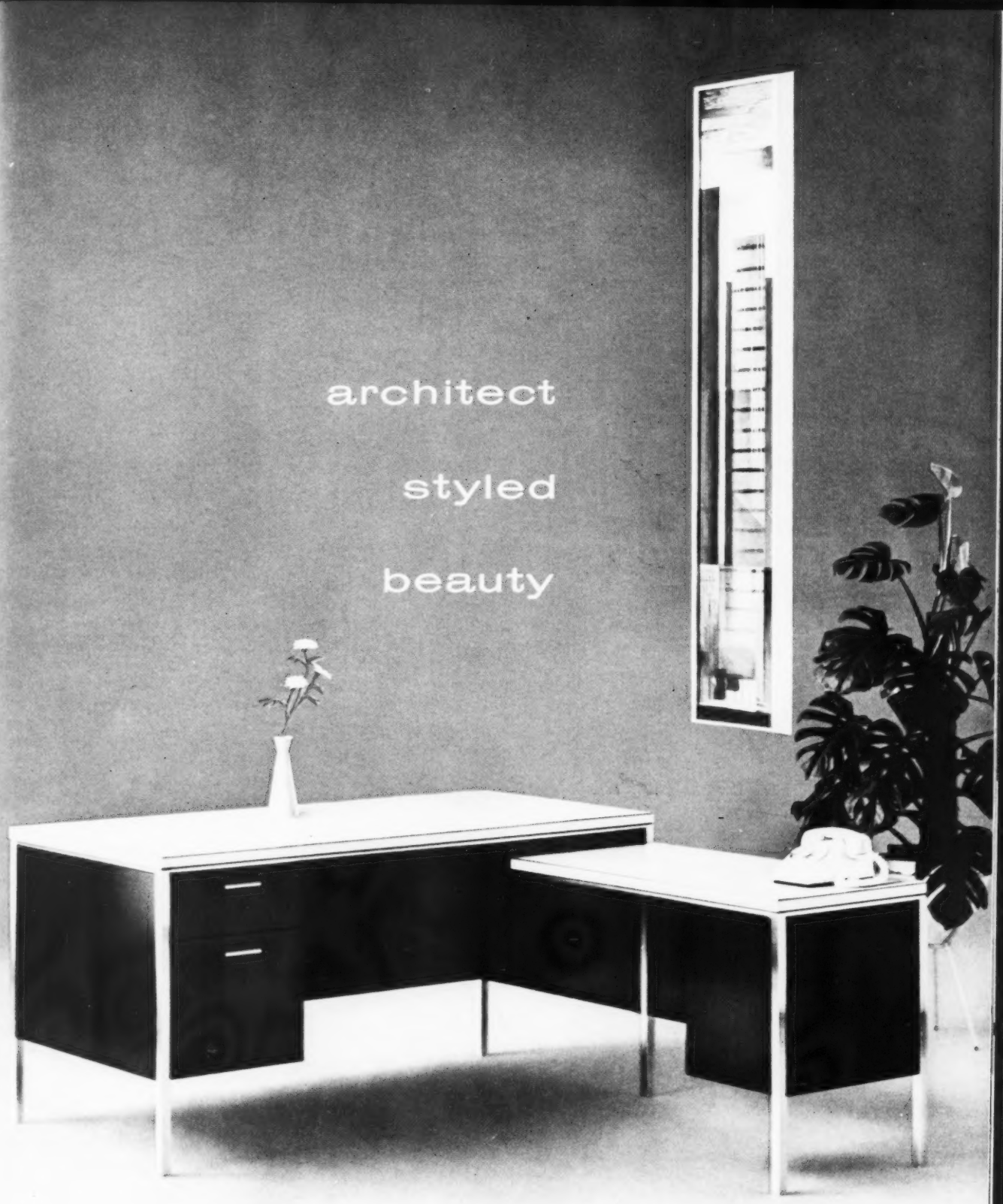

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Market Spotlight

A BRIEF GUIDE TO NEW SOURCES AND PRODUCTS

Wallpaper Décor

White on white vinyl walls, sheer draperies in a matching print, and a brilliant, overscaled *Malabar* Paisley pattern for upholstery: this is the handsome background for the new showrooms of Woodson Wallpapers at 515 Madison Avenue, New York. Long known for charming floral fabric and wallpaper ensembles in fresh pastel colors, the firm is now offering any of their patterns printed on vinyl. The vinyl patterns include moiré, silk, taffeta and textures, in white, yellow, beige, pink, blue and gray. Along with the new vinyls, designs in new deep vibrant shades are also making their appearance on the firm's racks, an outgrowth of their success earlier this season with wallpaper stylings based on 13th-century French design.

Window Shades of Laminated Silk

Alfred Davis, workroom to the trade at 435 East 56th Street, New York—introduces a new collection of window shades with pure silk laminated to the shade cloth for a special touch of luxury. Designed to order, they can be made up into roller or Roman shades, in all sizes and such exotic effects as tassel and braid combinations with scallop borders and Greek key cutouts. Needless to say, the handwork involved in laminating the silk to the shade cloth requires a special type of custom work which this firm is well equipped to perform. Such decorative treatments as a grand 10 foot valance with Empire swag or a cornice covered with smart damask fabric, or a gaily striped canopy built to extend out into the room for an outdoor effect are just a few of the window treatments available.

Reproduction French Oil Lamps

Palmer W. Hargrave, 151 North Robertson Blvd., Los Angeles 48, has used an old French oil lamp as inspiration for a desk or standard reading fixture of restraint and versatile practicality. Executed in bronze with verdigris finish or in hand-rubbed brass, the lamps are available with shades of matching metal (inside enameled white), calfskin parchment, or imported linen. Lamps can also be fitted with hurricane chimneys or adapted as sconces. Because of their simplicity and the natural finish of their metal the fixtures are practical accessories to any provincial

interior—traditional or modern. Hargrave also produces lamps with elements of repoussé and hand-wrought metal work by the Hungarian craftsman Stephen Molnar.

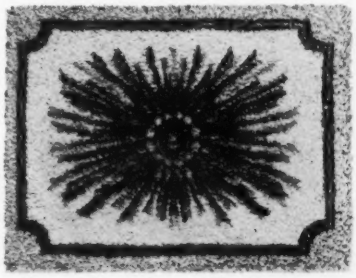
New Source for Paintings

Well-known in the homefurnishings field for his smart textile designs, Herbert Fouts, N.S.I.D., has announced that his studio at 253 East 62nd Street, in New York, will be devoted exclusively to a permanent exhibit of his paintings for interior designers. Recognition by numerous museum and gallery critics in recent weeks has resulted in a virtual "sell-out" of paintings by this talented artist, with galleries bidding for rights to a one-man show now

being readied for autumn. Meanwhile, interior designers who have "discovered" his paintings find them ideal in interiors for either setting the color scheme itself, or for heightening a decorative scheme already established.

Nordic Gallery

A special exhibition of area rugs, inspired by hand-woven Finnish designs and duplicated by the Bigelow Rug and Carpet Company, is on view at the National Design Center, 415 East 53rd Street, New York. The rugs measure 4′6″ x 6′ and are prize winners of a competition sponsored by the company in Finland with the cooperation of the Finnish Society of Crafts and Design. They have the character of the traditional Rya rugs, the same rich designs and colorings, with deep, full pile and yarn bulk. Woven of wool and nylon, the patterns include chevrons, circles, stripes and sunburst medallions. Colors



comprise red and mauve, blue and green, gold and white, brown and beige, orange and gold and moss green. The Bigelow Rug and Carpet Company showrooms are at 140 Madison Avenue, New York.

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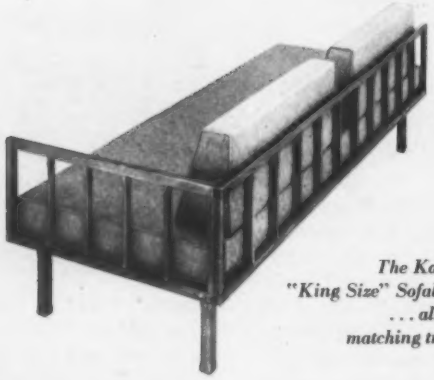
The Skol Dining-Card Table Group

The East Wind Sofalounge With Trundle . . . trundle raises to seat height

The East Wind Tables



The Kashmir "King Size" Sofalounge . . . also has matching trundle

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chairs
tables
benches

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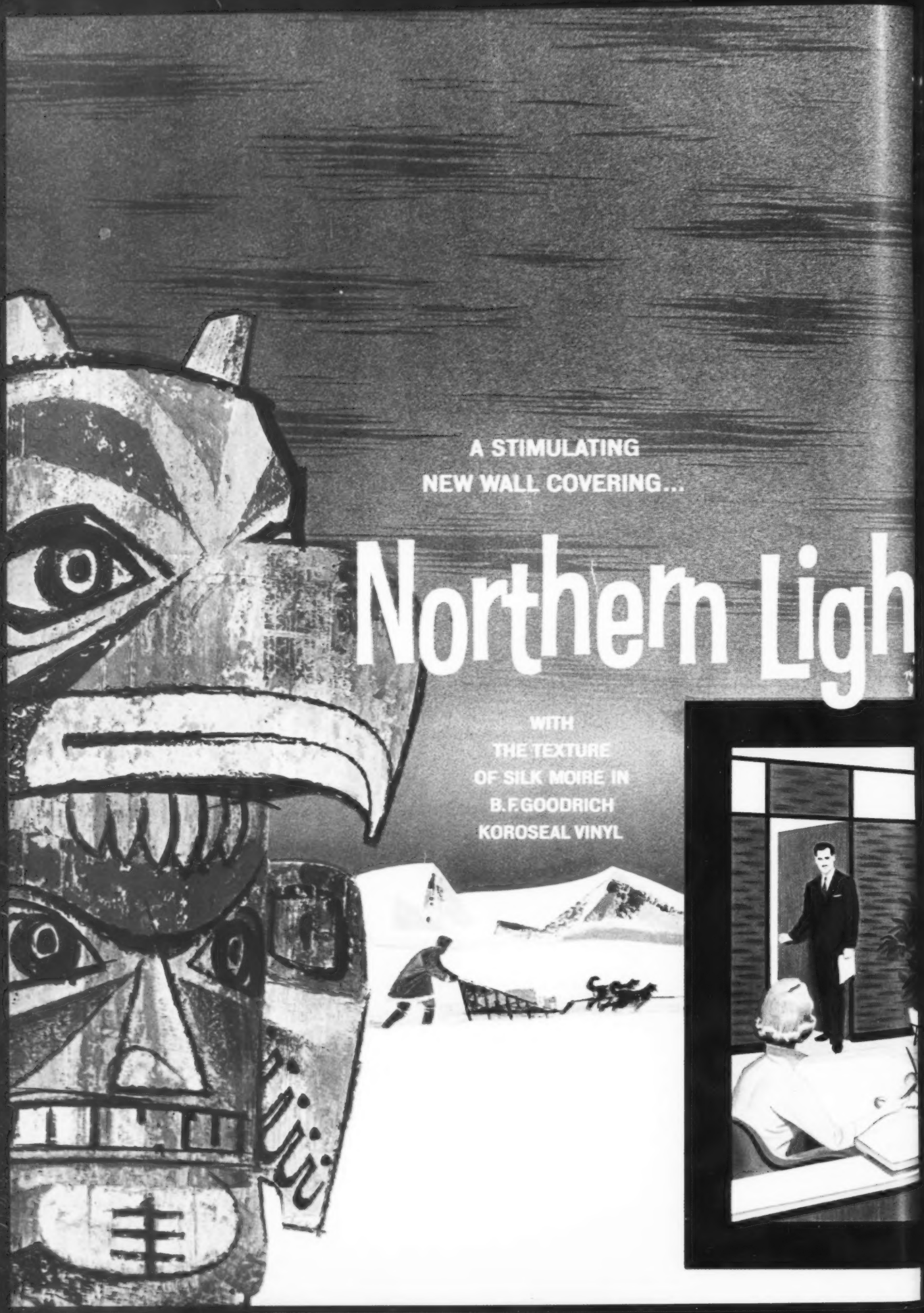
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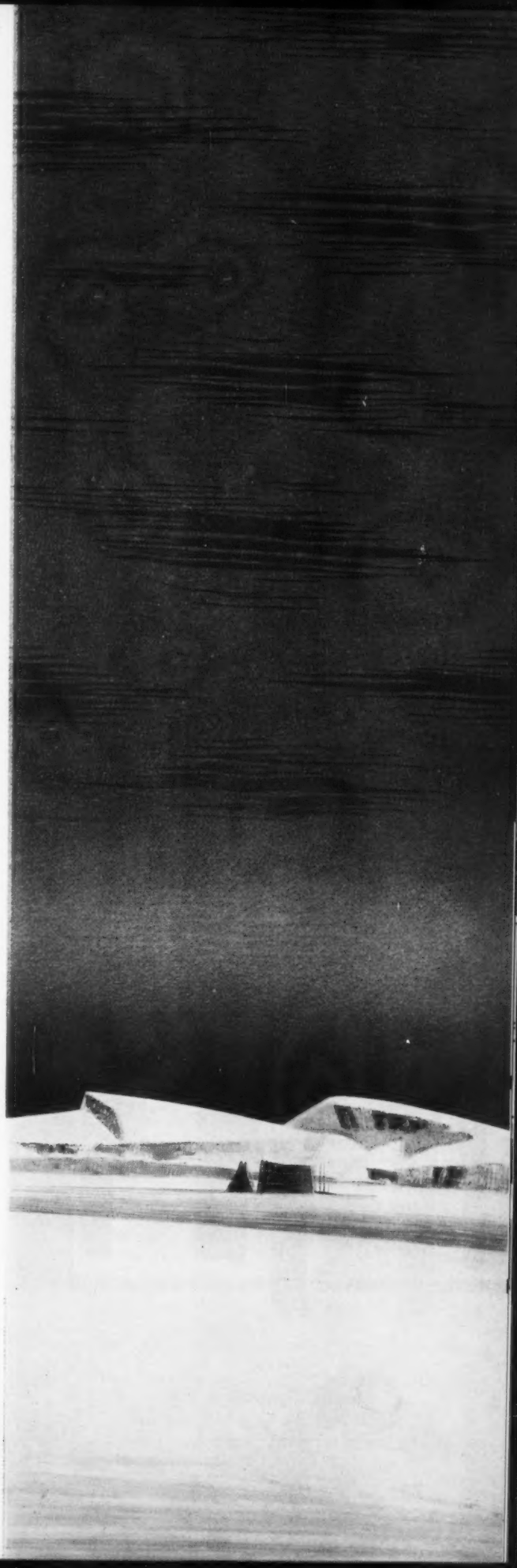

Market Spotlight

continued from page 21

Plastics by Gery Hecht

The news at the new showroom of Gery Hecht, Inc., 543 Madison Avenue, New York, is plastics—making this source for screens and panels one of the best available, since there are now on order woods, metals and laminated glass, as well as colorful plastics made into highly decorative panels with the familiar desirable characteristics of light weight, structural strength, thermal resistance, imperviousness to weather, light control and insulating properties—plus beautiful patterns of light and shadow. Whether the need is for a screen for more light or less light in the decorative scheme—for diffused or indirect light or for reflected light—problems of light control and illumination are more easily solved by the opacity, translucence or transparency that is integrated into the materials displayed in the new showroom, views of which are shown here. Installations of the new panels naturally vary in size, price and decoration, but all fuse taste with functionalism. And costs have been lowered by the introduction of simple techniques, and large size sheets make for quick and easy handling. Pierced wood, lattice and filigree are available in one piece, and spindles, beads, mirrors and cane can be introduced for decorative possibilities out of the usual, limited only by the scope of the imagination and ingenuity of the interior designer.

Continued on page 34

escape from the ordinary . . .

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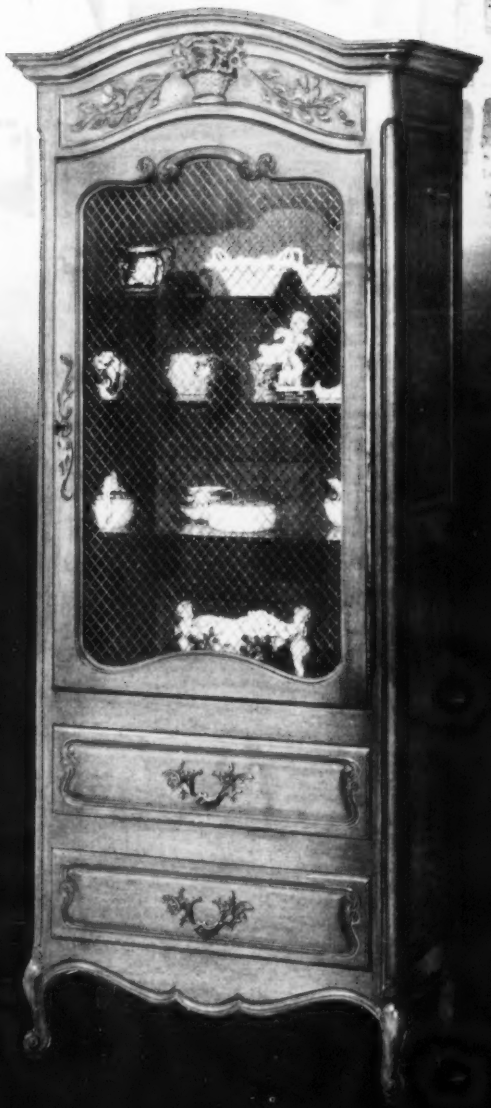

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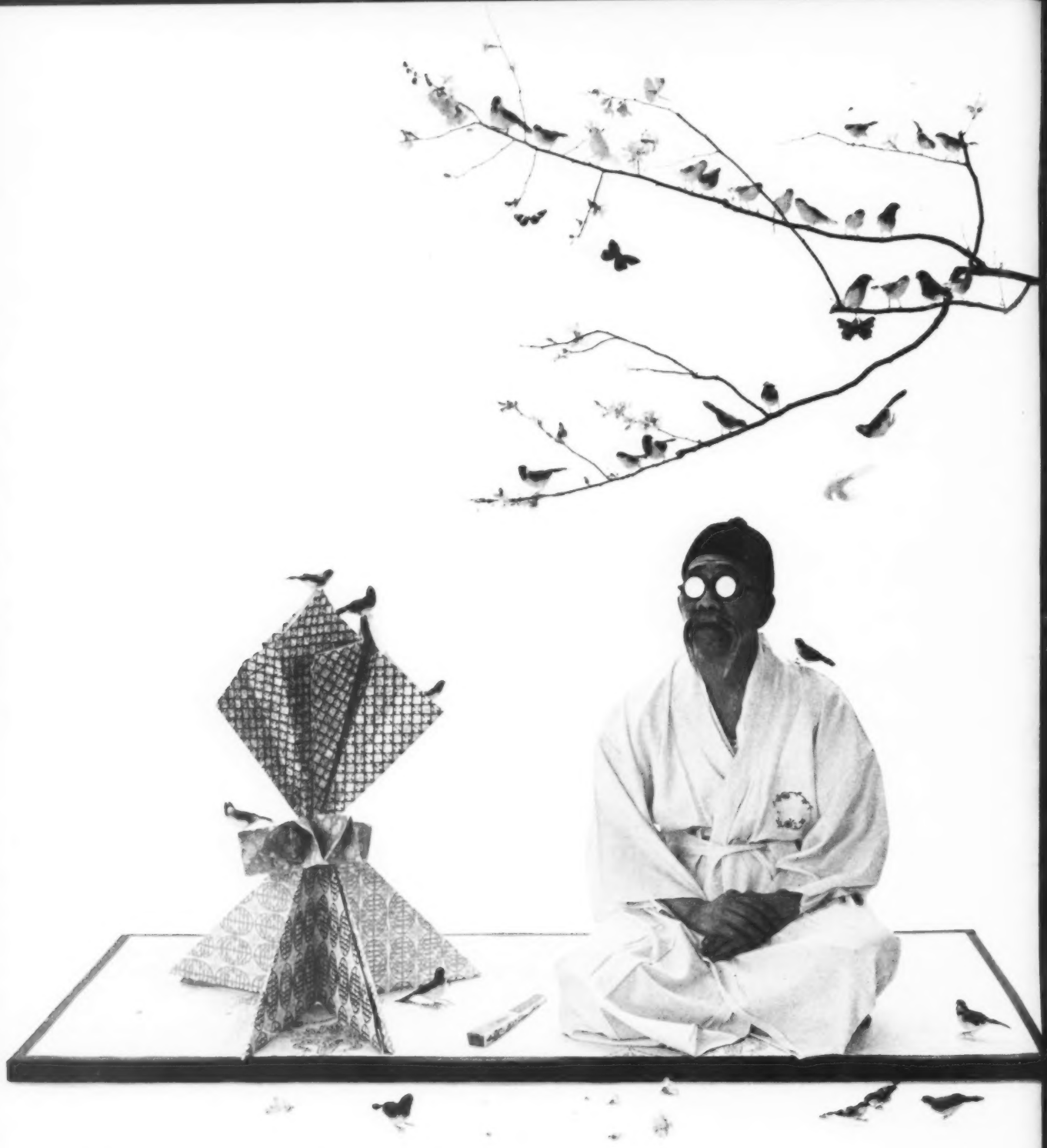

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Market Spotlight

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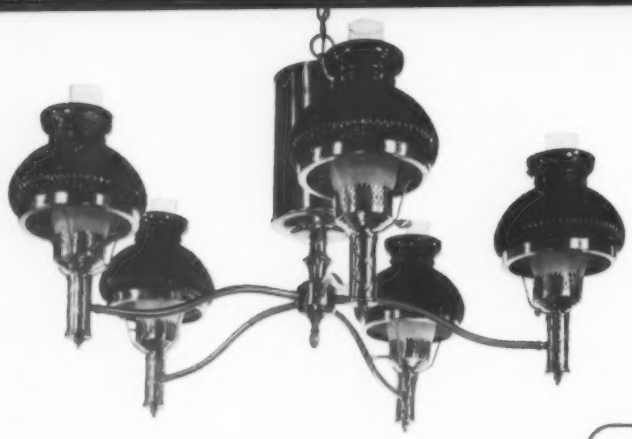
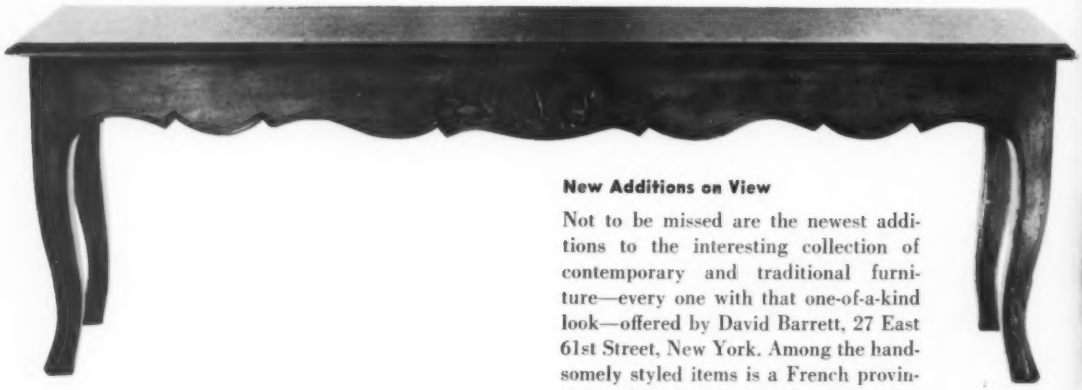


Light On Lighting Fixtures

Looking for an answer to all your lighting fixture problems? Then stop and consider the wonderful resources of City Knickerbocker, Inc., 781 Eighth Avenue (between 47th and 48th Streets) in New York. Here you'll find four floors crammed with lighting fixtures of all types; and if, after looking through all the chandeliers, wall brackets and lanterns here in stock, you still cannot find just the fixture which your client requires, the firm can design and manufacture one to your special order—either residential or contract. This firm has specialized in the past in theatrical designing (which, incidentally, is the most exacting and demanding of all the types of lighting) and has supplied some of the most beautiful crystal chandeliers in New York. These are still an important part of the firm's business and there are many beautiful examples of crystal chandeliers in stock from which to make selections. Another bright note here is the quantity of old brass gas fixtures available for polishing and wiring to bring them up-to-date for the newest interiors; of these we show two examples, as well as a polished brass lantern for use on walls.



New Additions on View

Not to be missed are the newest additions to the interesting collection of contemporary and traditional furniture—every one with that one-of-a-kind look—offered by David Barrett, 27 East 61st Street, New York. Among the handsomely styled items is a French provincial walnut bench, an adaptable piece with a drawer at either end as illustrated, which can be used for seating with cushions, or, without, as a cocktail table; of equal interest is a French provincial stool which can also double as a table; and there is a bamboo tea-cart with brass casters, in black lacquer finish, complementing a bamboo table in a smart gilt finish with ½″ glass slab top. In addition to the aforementioned items, there is a newly-arrived shipment of antiques, culled from the European markets.

Continued on page 44

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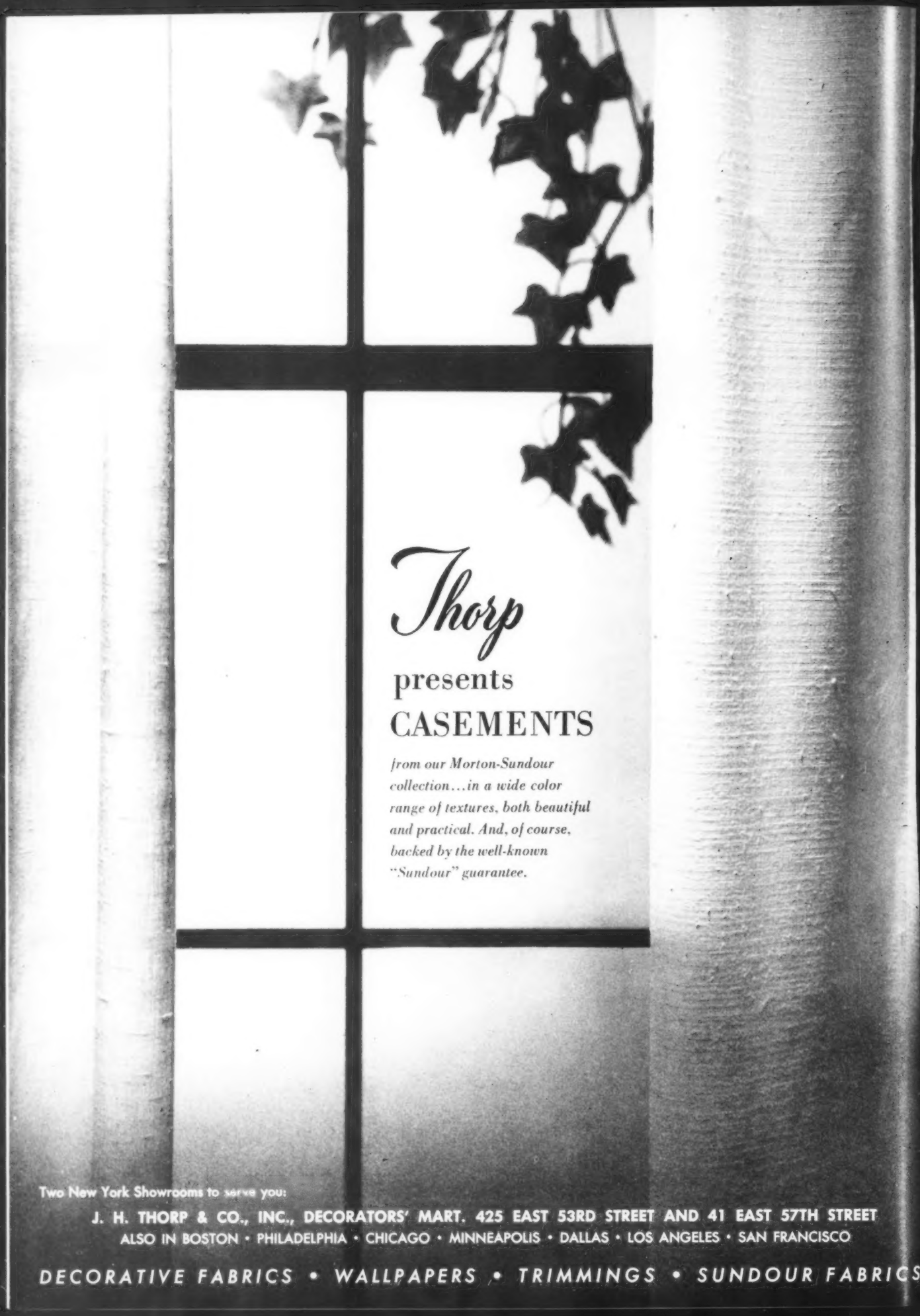
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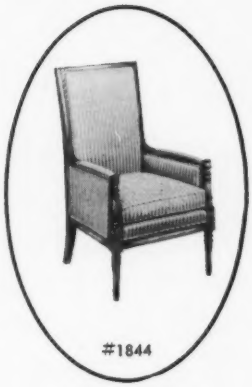
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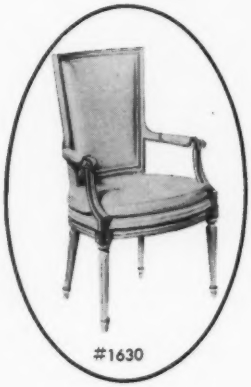
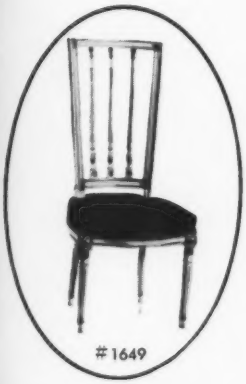

#1630

That exquisite Miele look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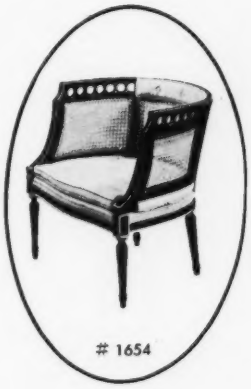
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This choice piece . . . notable for its superb workmanship . . . dates from about 1850. 24¼" x 30½" x 39½" H.

INVITATION TO ELEGANCE . . . Above: Fine old satinwood and inlaid tambour desk . . . the writing slide automatically pushes out as the tambour top is rolled back. Below: A rare antique Chippendale secretary on stand with fine, bold original brasses. From Langley Hall in England, seat of the Beauchamp family.

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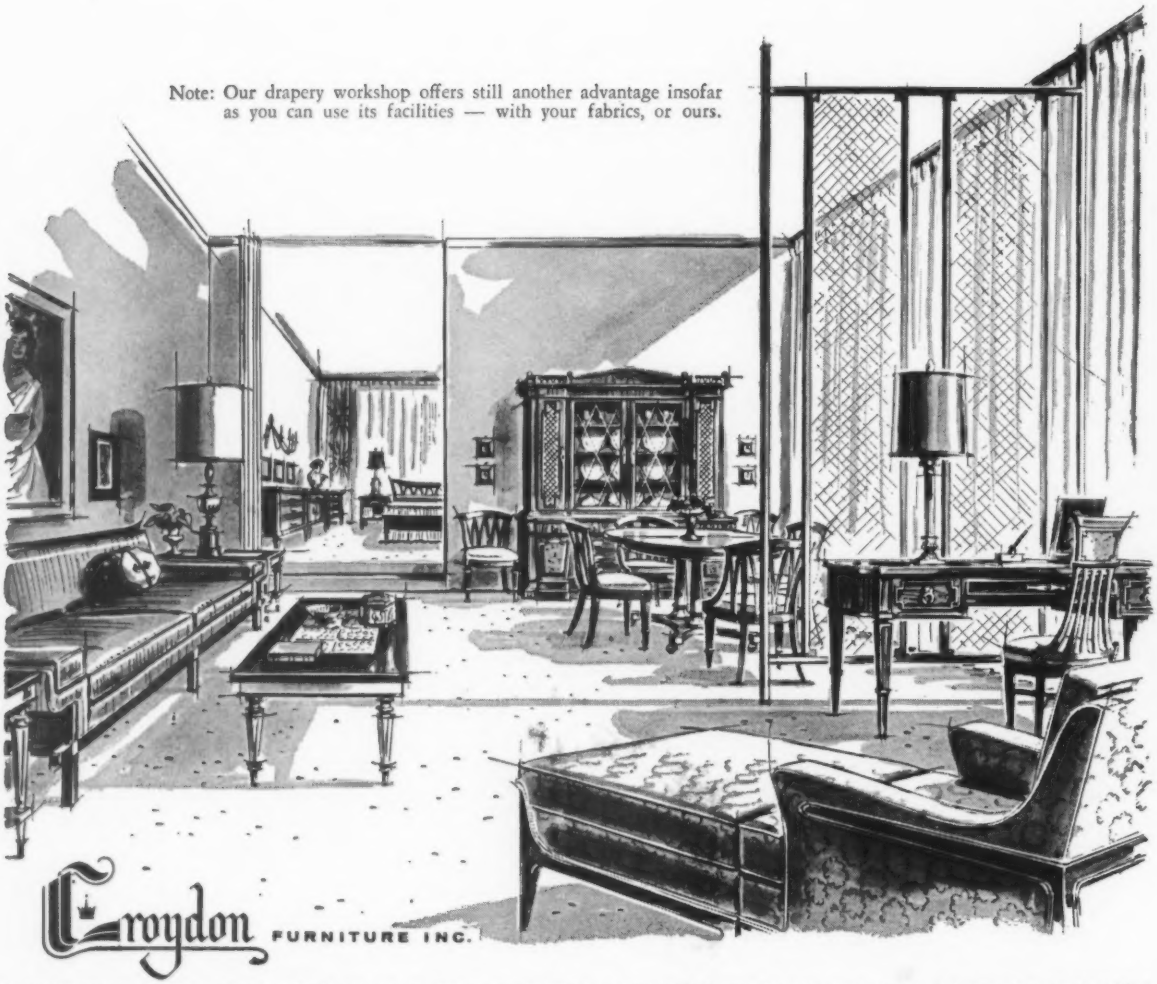

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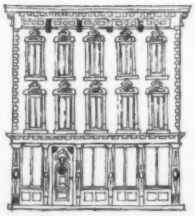

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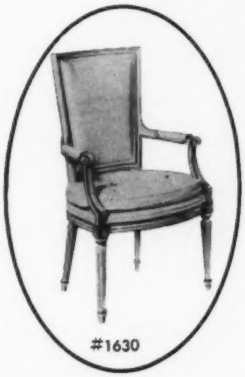
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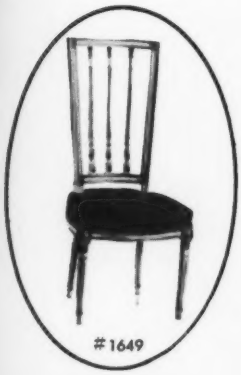
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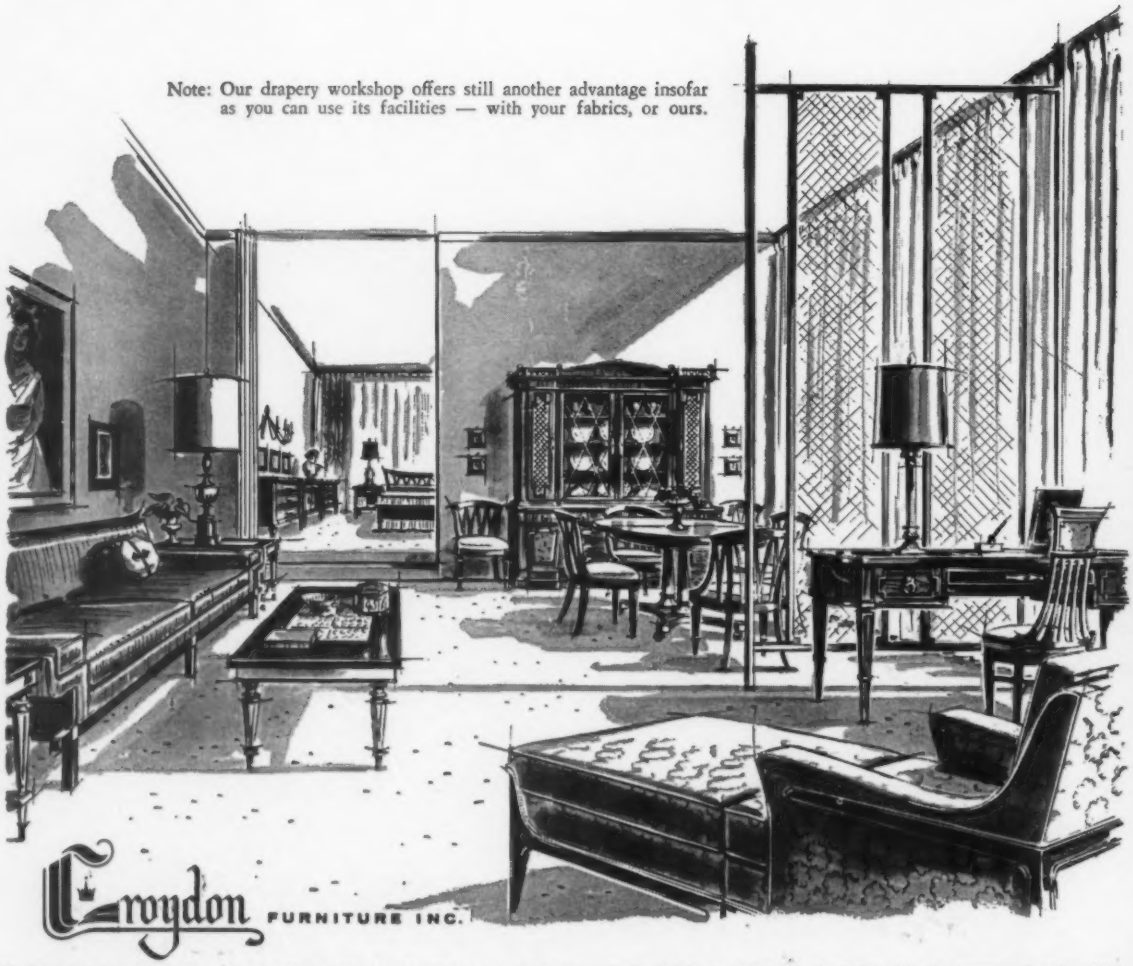

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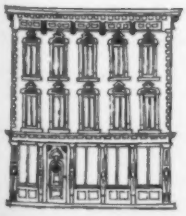

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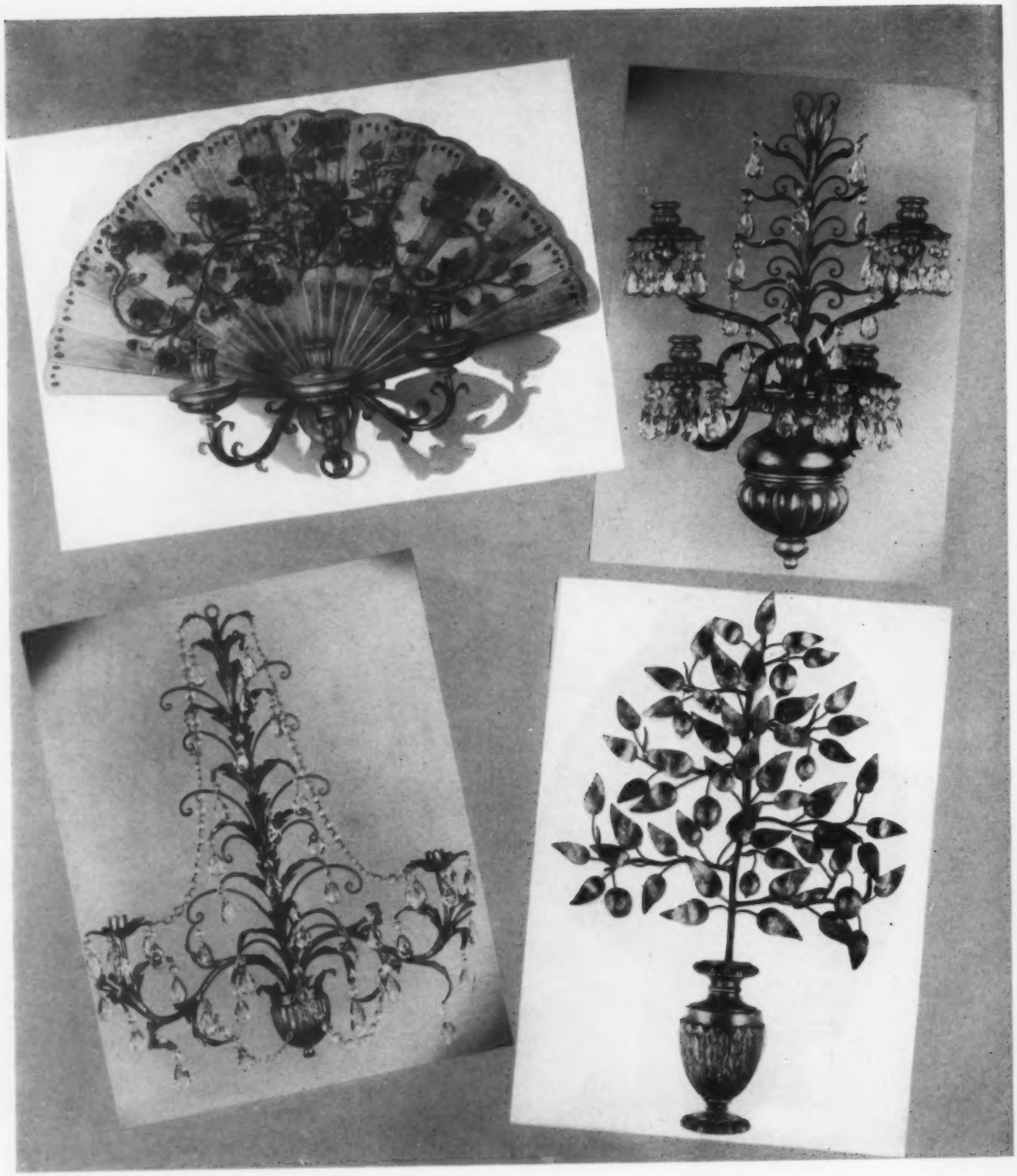

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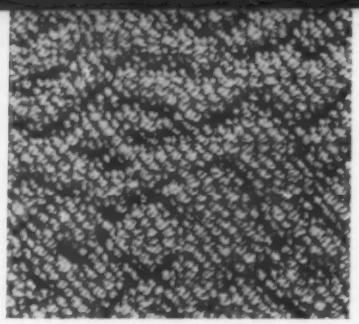

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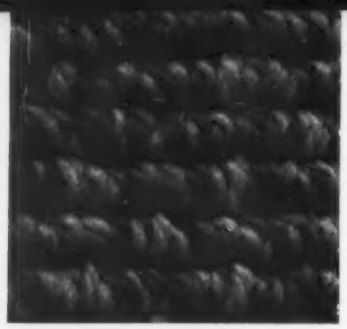
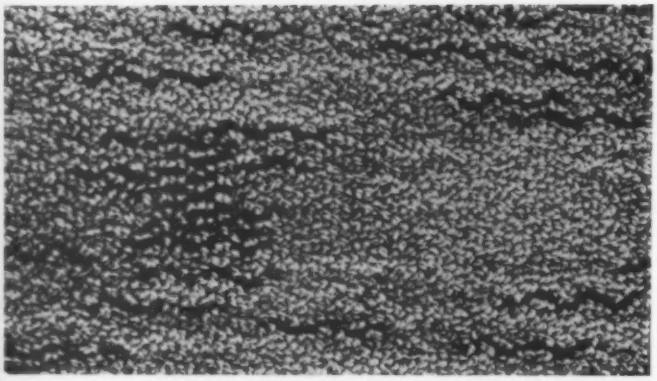


2

Market Spotlight

continued from page 34

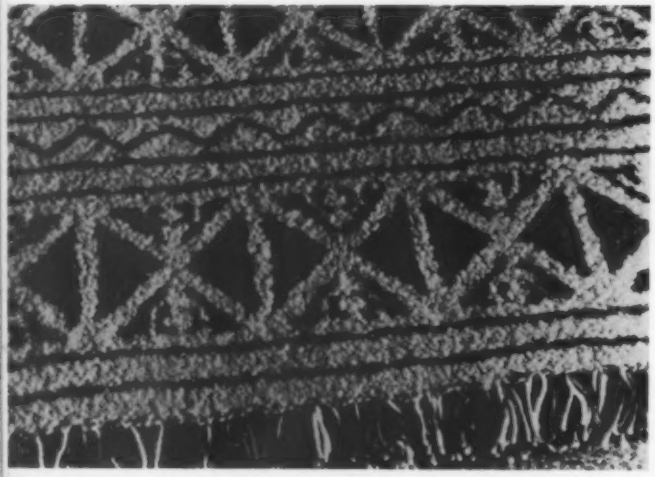


3

1—From Roxbury Carpet Company's Whittall Division, all wool Wilton with random pattern created by varied pile heights; colors include spring green, petal beige, mocha cream, golden haze, bone white, permanently mothproof.

2—Masland introduces *Cranshaw Melon,* blend of orlon and wool in deep textured, loop pile, available in ten colors, permanently mothproof.

3—Artloom's permanently mothproof, all-wool broadloom carpet *Rainfall* produces its figured pattern in nine colors ranging from soft blend of white and martini to exotic melon and pumpkin.



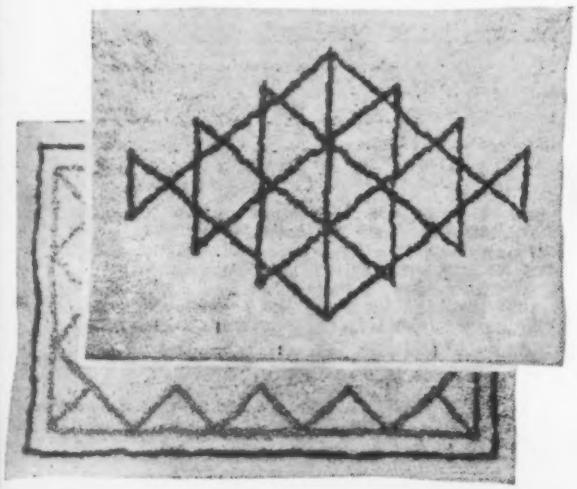
4

4—Rugcrofters presents new collection of handwoven, all-wool, heavily fringed rugs with designs inspired by African primitive art; colors are earth tones of black, brown, white and rust.

5—New offerings from Waite include a group of all-wool carpets to be made up in any color, size and shape; there are five qualities all cut-pile densely packed from a low to a great shaggy pile; also new is a Moroccan-style rug in off-white with choice of 5 designs as border or overall pattern as shown here.

6—Manuel Feldman offers striking pattern from the Victorian Era; design comes in either cut or looped pile, in 27″ widths for immediate delivery.

Continued on page 50



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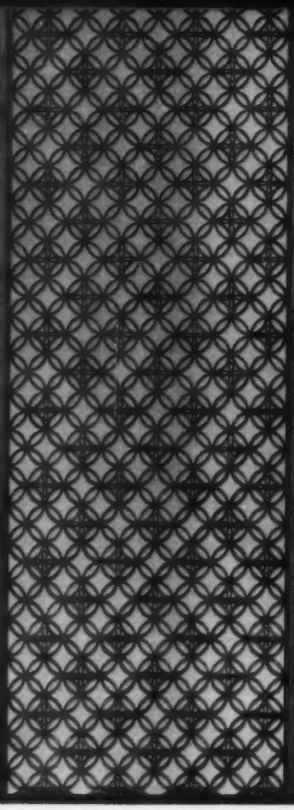

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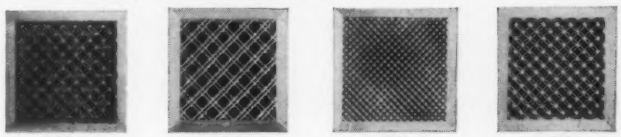

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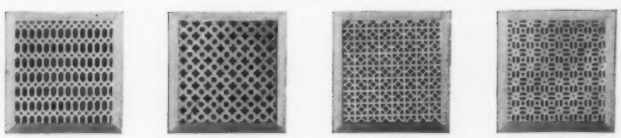

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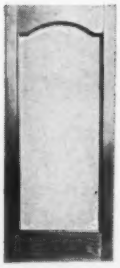

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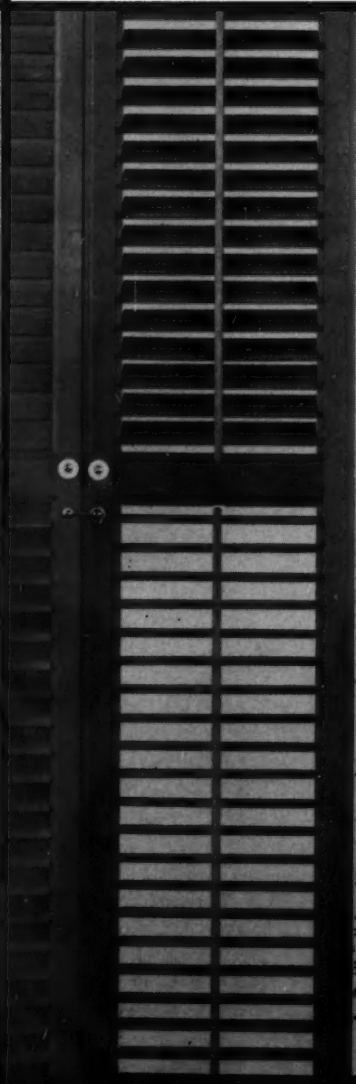

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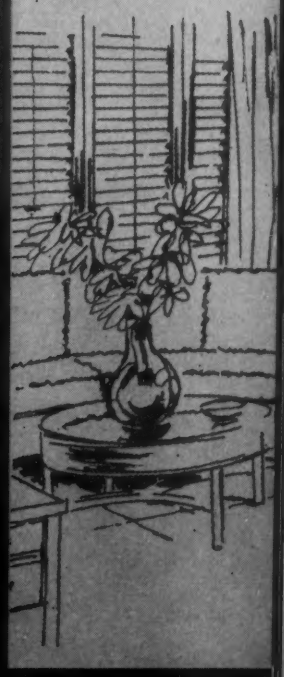

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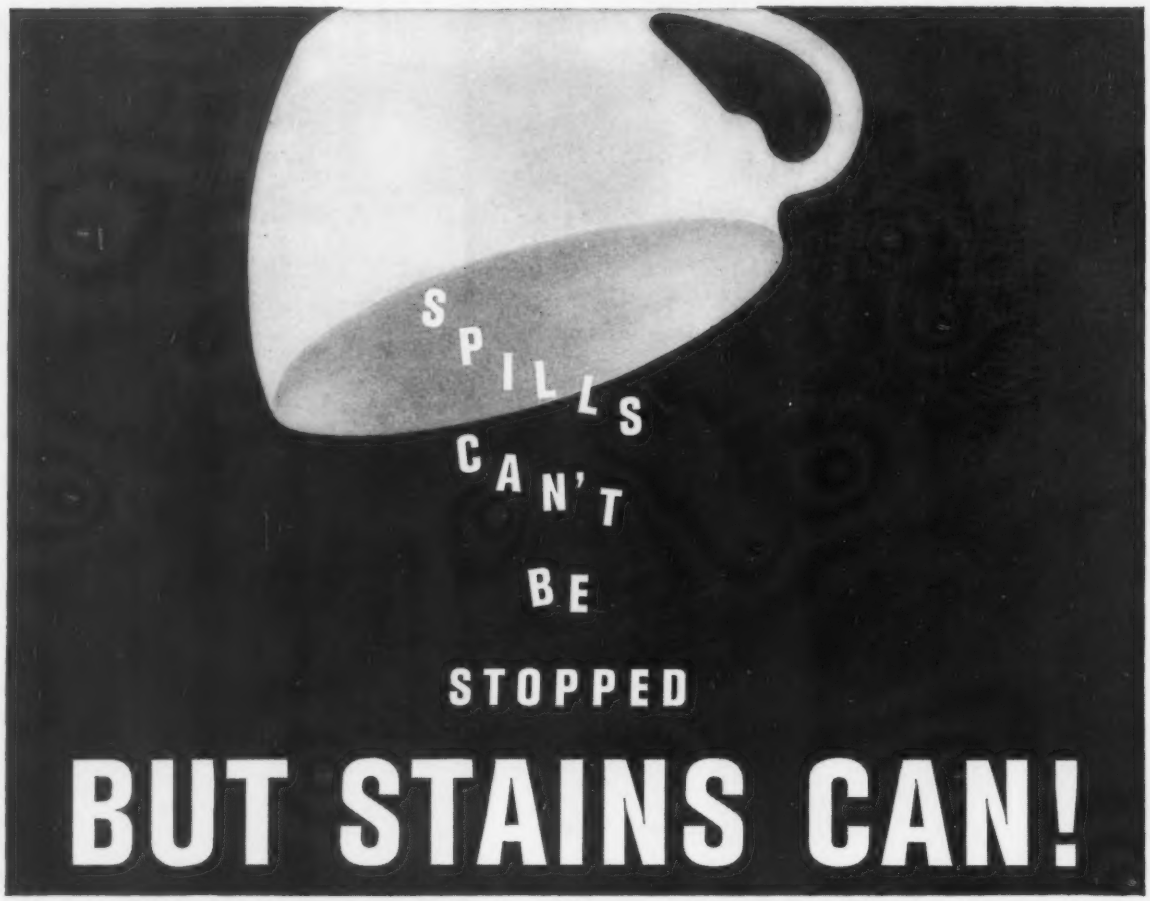

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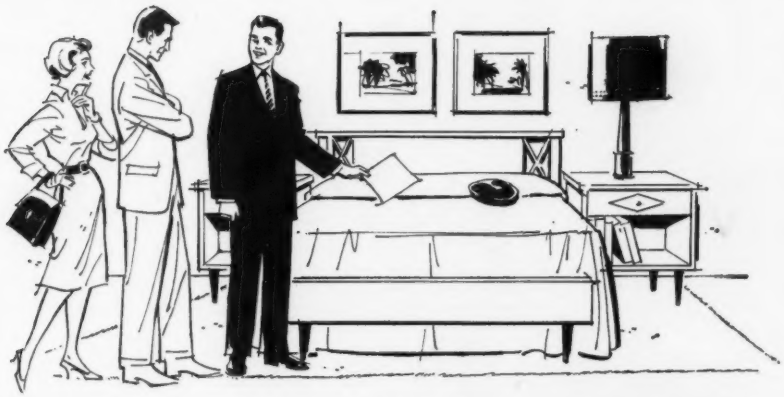
"Hello, Mother...
guess what George gave me
for our anniversary...
white bedroom furniture"



She didn't say just "bedroom furniture" ...she said "white bedroom furniture"

When white furniture catches a prospect's eye the wise salesman knows the finish becomes an important selling point... as important as design and construction. And if it's a Butyrate finish, the salesman has a powerful ally for quickly turning this interest into a sale.

He can point out, for example, that the furniture will keep its light color for years because a Butyrate finish does not yellow with age...even upon prolonged exposure to light. He can emphasize how furniture protected with a Butyrate finish resists staining by rubber articles and household materials.

Leading furniture makers across the nation use these lacquers to give their light-colored pieces that all-important final protective coat. Make sure your supplier protects your white and light-colored lines with a Butyrate top-coat lacquer. It will mean greater selling power for your salesmen... lasting satisfaction for your customers... new business opportunities for you. For more information about Butyrate finishes, write EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, Kingsport, Tennessee.

"Starfire," a contemporary bedroom group by JOHNSON-CARPER FURNITURE COMPANY, Roanoke, Virginia, in white, with matching plastic tops and gold-colored fittings. The wood finish is protected against age-discoloration with SUPER-LACQUER, a clear Butyrate top-coat lacquer manufactured by Southern Varnish Corporation, Roanoke.

Your best protection for light-colored furniture is

NON-YELLOWING, STAIN RESISTANT

BUTYRATE

TOP-COAT LACQUER

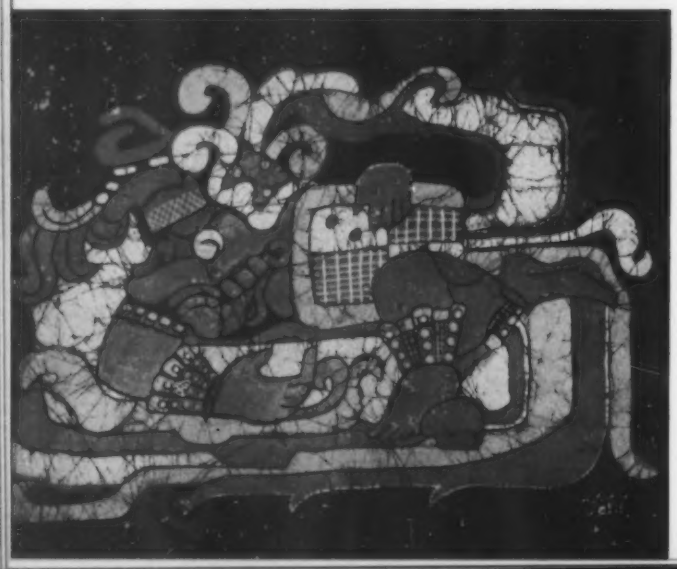
Market Spotlight

continued from page 44

Batiks: An Ancient Art Revived

The art of the Batik is an ancient one going back to the early 16th century. The word itself is of Javanese origin. The process of creating Batiks is an intricate one, for it requires not only careful handpainting of the material but also innumerable dye-baths which give the finished work its luminosities of colors. Various types of wax are also required, and each color requires separate waxing, dyeing and drying. The interesting veined or crackled effects on the finished fabric are created by the penetration of the dye into cracks in the wax. The amount of crackling can be controlled manually and by the type of wax used. This obviously requires great skill and patience. When executed under the hands of experts, the results are striking works of art, as indicated by the examples shown here from the collection distributed nationally by Jim Hurt of Texas. They are executed in Mexico under the direction of Janie Rhyne Wise and Jack Marlowe Wise, both of whom have an extensive background in art including two years of experiemental work in the Batik process in Mexico. Colorings in the Hurt Batik collection range from bold hues to subtly muted earth tones. Designs include Aztec and Incan motifs, Polynesian ceremonial symbols, a stylized interpretation of a bullfighter, roosters and several handsomely plumed birds. Prices and information are available by writing Jim Hurt of Texas, P.O. Box 531, McAllen, Texas, and a catalog with color samples and photographs is given at no charge with the purchase of three Batiks.

Continued on page 54



THE SALONS OF BRUNOVAN OFFER AUTHENTIC FRENCH FURNITURE OF TIMELESS GRACE AND BEAUTY THAT REFLECTS, NOT ONLY THE PERIOD FROM WHICH IT IS DERIVED, BUT ALSO THE EXQUISITE TASTE OF THE WOMAN WHOSE HOME IT WILL ADORN.

La Femme Éternelle

LOUIS SEIZE COMMODE, COMMISSIONED FOR THE PALACE AT VERSAILLES. THE WOOD IS ACAJOU—CUBAN MAHOGANY; THE MARBLE IS WHITE CARRARA.

BRUNOVAN, INC.

THE DECORATORS MART, 425 EAST 53rd STREET, NEW YORK

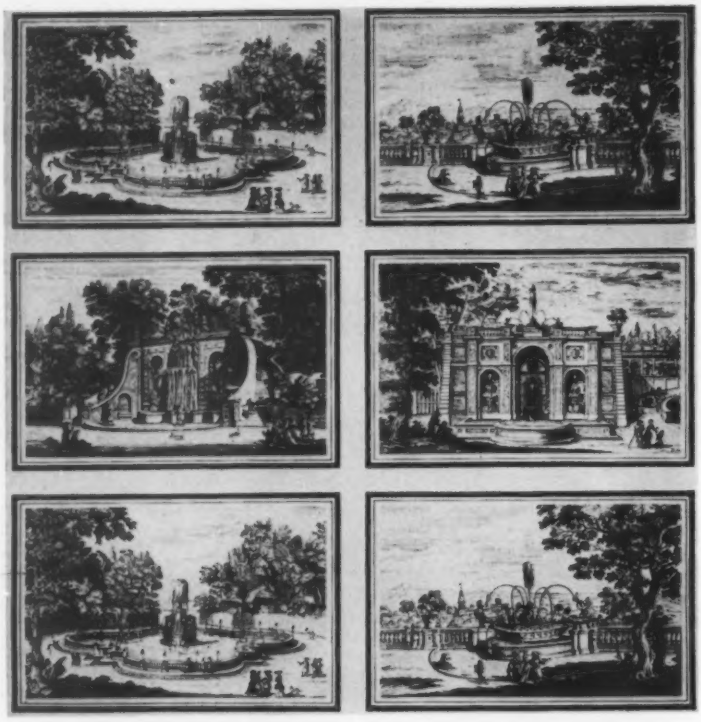
Paris . . . . . 8 Rue Ambrose Thomas

Los Angeles . . . . . R. Donald Skinner, 719 LaCienega Blvd.

MEMBER: DECORATIVE FURNITURE MANUFACTURERS ASSOCIATION

ALBANO
CLASSIC—designed by Leonard Haber. Envision English sycamore, hand-finished to preserve its natural platinum-white color, accented by 24 kt. gold plated ormolu.
D.F.M.
NEW YORK
307 East 46th Street
CHICAGO
6-131 Merchandise Mart
PITTSBURGH
Oxxford Galleries
DALLAS
Dallas Decorative Center

AUGUST captures perennially the warm summer sun. Its ten pungent colors are overprinted on Clipper Cloth for drapery and upholstery. Jack Lenor Larsen Incorporated; 677 Fifth Avenue, New York 22, New York



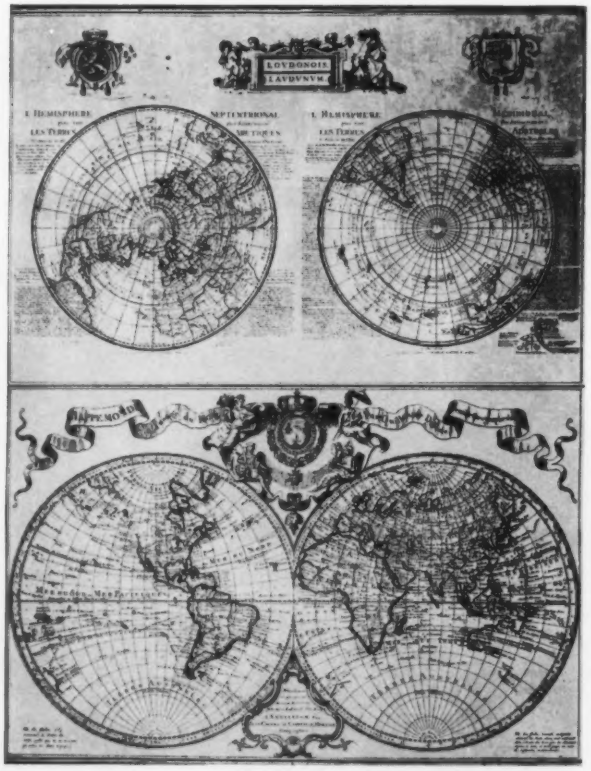
Market Spotlight

continued from page 50

Decorative Wallpapers

A striking group of traditional wallpapers is available from The Maddock Wallpaper Co., 1417 Prospect Avenue, Cleveland, Ohio., bound in a volume titled *The Western Reserve Collection.* The designs are based on a variety of subject matter with the emphasis on finely drawn detail; colors are brought up to date to suit both traditional and contemporary interiors. *Welford,* for example, is an unobtrusive, all-over pattern with a delicate floral motif in soft blues and greens on white; *Labels* on the other hand presents its boldly-scaled design in contrasting hues of orange, green, black and white; *Kent* resembles a tapestry weave with creamy white flower baskets on a soft blue ground; *Fountains of Rome* introduces 18th-century prints; and *Antique Maps* is a composite of both the old and the new worlds on paper treated to resemble old parchment.

Continued on page 56



KNOLL FABRIC WHEEL displays 6" x 6" swatches of every design in every color in the Knoll Collection of upholstery and dual purpose fabrics. Invaluable reference guide for professional designers.

KNOLL DRAPERY AND PRINT PACKAGE (not shown) contains large pieces (1½ width x 1 yard) with small flags of all available colors. Convenient planning tool in a practical working size.

KNOLL TEXTILES 575 MADISON AVE. NEW YORK 22

Cost of these textile aids refundable against purchases

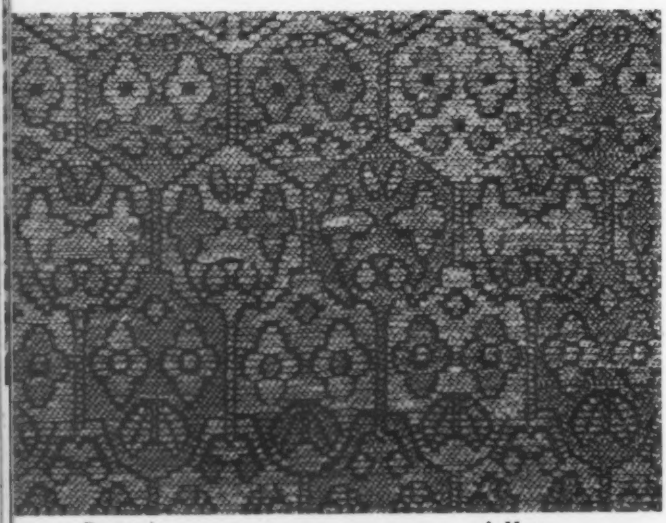
Write for information

Market Spotlight

continued from page 54

Hand-knotted Modern Rugs

Beautiful rugs, knotted by hand of Allied Chemical Corporation's synthetic yarns—including textured Caprolan nylon—in any color combinations, are available to interior designers through handweaver-artist, Elizabeth af Keen, 41 Main Street, Stonington, Connecticut. The rugs are interesting from the viewpoint of being the product of an ancient craft and that they are, every one, therefore specially designed and knotted to order to the interior designer's specifications. The weaver exploits the qualities peculiar to the particular yarns used in achieving certain effects, and it will be evident at once that the lively resilient quality of the rugs shown have a springy effect impossible to achieve with wool, the traditional yarn for a rya rug; and the white-white color unique to synthetic yarns is an important element in the design of each.

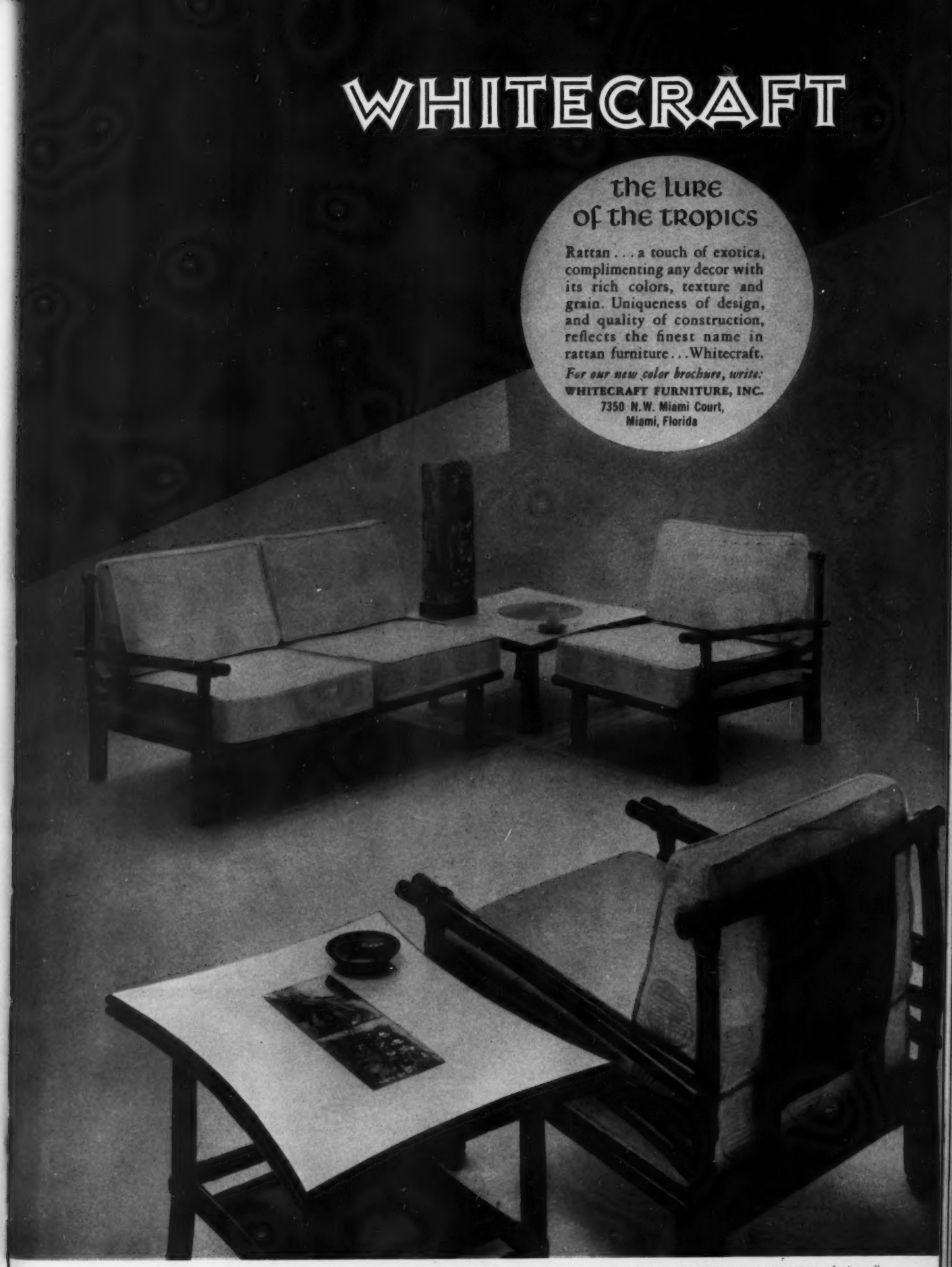


Breece ↓ ↑ *Mecca*

Iridescent and Vibrating Patterns

David and Dash, 2445 N. Miami Avenue, Miami, Florida, have introduced four new synthetic fiber fabrics to their resourceful residential and contract collection. *Breece* (60% rayon, 25% acetate, 12% cotton, and 3% nylon) is a woven material of substantial texture which has its pattern on a sheeny strié. Five color combinations are mainly monochromatic—gold on gold, black on brown, aquamarine on blue-lavender; "Natural" is white on beige. *Mecca* (100% rayon) is a lighter weight material in seven vibrating colorways: emerald and blue ("Persian"), lavender and pale orange ("Magenta"), orange and olive ("Mango"), blue and purple ("Castillian"), and olive and emerald ("Olive"). Other colors are "Spice" and "Walnut." It is a fabric of considerable variety. *Bergen* (100% rayon) combines its hexagons in 18 colorways ranging from monochromatic white on white, beiges, greens, and oranges, to iridescent combinations of red and orange, gold and celadon, blue and magenta. *Serbo* (74% nylon, 26% acetate) is another fabric with body and is produced in six color combinations: "Siamese" (vibrating red and yellow), "Cagnoc" (light orange on café au lait), and "Brass" (a most interesting weave of natural on gold and brown threads which do, indeed, shimmer like brushed brass).

Continued on page 60



FACTORY REPRESENTATIVES: NEW YORK *weldan house*, CHICAGO *hargri, inc.*, DALLAS *george steinfeld*, MENLO PARK, CALIFORNIA *james burke* • SHOWROOMS: KANSAS CITY, MO. *payne furniture galleys*, TAMPA *mac jackson*, JACKSONVILLE *southern wholesale furniture showrooms*, MILWAUKEE *edward s. frisch*, MIAMI *whitecraft furniture showroom*, WASHINGTON, D.C. *decorator showroom*, HOUSTON *g. maxfield taylor*

Clock-wise from lower left plaid 6750, 6758, 6778, 6772, 6790, 6748, 6712, 6772

THE ROYAL FAMILY OF ANTIQUE SATINS... Roll out the red carpet for D.F.'s magnificent collection of satins. Seven majestic patterns... vertical and horizontal stripes, plaids, stries, textures and smooth satins ... a vast realm of reigning fashion colors.

The Royal Family of Antique Satins is listed in D.F.'s newest TIME AND SPACE SAVER "REX VI", BOOK #446... containing a total of 149 samples, each, 5"x10". Price of book, $6.00, is refunded upon receipt of orders for these fabrics totaling 100 yards.

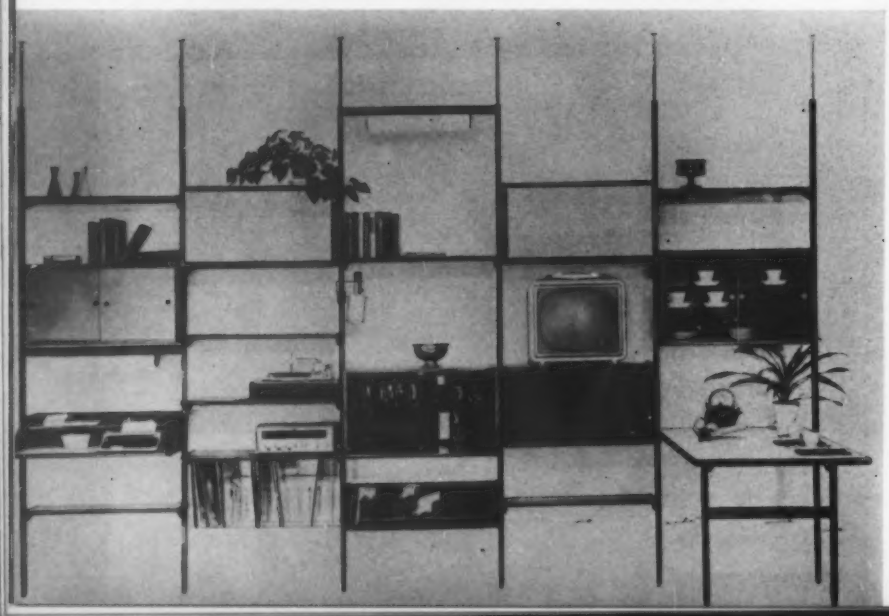
DECORATIVE FABRICS, INC.

Showrooms: 13 East 53rd Street, New York 22, New York Offices: 380 Second Avenue, New York 10, N. Y. Also Miami.

since 1830 makers of
furniture for public use

THONET

Write for illustrated material:
THONET INDUSTRIES INC., One Park Avenue, New York 16, New York.
SHOWROOMS: New York, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Miami, Atlanta, Statesville, N. C., Paris, France.



Market Spotlight

continued from page 56

Prefabricated Fireplaces

In spite of the competition for space created by the growing demand for comfort, the fireplace remains the most cherished architectural feature in the house. And not necessarily in new house construction, either, as there is now a mushrooming trend toward installation of fireplaces in existing houses. The prefabricated fireplace—bringing the charm and comfort of a full-size, wood-burning fireplace within the budgets of home owners—is one of the things that has triggered this trend. The new complete line of Unibuilt Fireplaces, by Vega Industries, Inc., Syracuse, N. Y., offers fireplaces designed for many situations, including camps and cottages, as well as every room in the house. They include models—one complete with chimney smokepipe and exterior housing (illustrated)—finished in vitreous enamel, in a choice of colors, or prime coated for painting any desired color; in either fluted aluminum or stainless steel trim, their beauty is enhanced by the contrasting black mesh of the fireplace screen.

Storage System

The Westwood System is a series of column-mounted furniture and lighting, designed by Allan Gould for Westwood Industries, 230 Fifth Avenue, New York. The system is based on a 29″ module, requires no bolting into the wall is easy to install and offers considerable flexibility of arrangement. Basically, the system consists of one-inch square columns in black or white baked enamel steel with or without electrical convenience outlets, a tapered twelve inch walnut leg on the bottom, and a spring mechanism top brass section, which adjusts to ceiling. Solid walnut shelving and furniture units are mounted to the columns with especially engineered hardware. These include drop-front or open cabinets, cabinets with glass fronts, a special record rack, a magazine rack, and a dining or desk table with heat- and alcohol-resistant white laminate top. Lighting includes a mobile light which attaches to columns, or a cylindrical tube light which fits horizontally beneath shelf or top support. Color accents of mustard, gold, orange or cobalt blue are additional choices available on door surfaces. A brochure is available.

Continued on page 62

"Mediterranean World"

Rich in ancient cultures, the sun-drenched countries bordering the Mediterranean have inspired a magnificent new collection of printed and related woven fabrics . . . versatile, colorful, beautiful.

Greeff

FABRICS, INC.

150 Midland Ave., Port Chester, N. Y.

Showrooms:

New York • Port Chester • Boston • Philadelphia • Chicago • Los Angeles • San Francisco

Market Spotlight

continued from page 60

Pierced Stoneware Hanging Lamps

Hand decorated "Arganat" pierced stoneware hanging lamps are designed and made by sculptor and ceramist Hector Buigues in his studio in Los Angeles. There are nine basic shapes varying in length from 6″ to 19″ and in diameter from 4¾″ to 8″. Finishes are matte or glazed in charcoal, light or dark brown, light gray-green, red brown, blue, and off-white, and are decorated in five design motifs. Most of the lamp interiors are of a light color glaze, but can be obtained in green or blue for special effects. The principal illumination is down-light with interesting shadow patterns and some diffusion provided through the cut-work designs. Effective in clusters, lamps can be obtained with black or white cords of desired lengths, and in special designs and colors on contract size orders through Clark & Burchfield, Inc., 120 South Robertson Blvd., Los Angeles 48, California.

Shelves Unlimited

Especially equipped to provide shelving to the custom needs of the interior designer, Shelves Unlimited, 127 Greene Street, New York 12, offers a range of 30 natural, stained, or painted finishes and nine different styles of shelving. French Provincial, Winthrop, Venetian, and Mandarin are the newest style additions to the line by Naomi Gale. Features of the Shelves Unlimited planning system are: the shelves' flexibility to extend to indefinite length when used with brackets allowing adjustability of height, or their alternate usage as single floating units on fixed brackets. When used with the adjustable bracket system, shelves are designed so that the outside stabilizing round end does not protrude beyond the line of the shelf, leaving the styling of the shelf uninterrupted by its supporting member. A selection of adjustable brackets as well as fixed brackets of brass and wood is available. The recently extended showroom shows the adaptability and potential of the line; it also displays accessories to shelving such as towel bars, planter boxes which can be adopted into a unit or hung singly, and a collection of small tables. If you are not close enough to visit, write for their illustrated brochure "Shelves to Infinity," as well as the price list. A 3-week delivery is guaranteed all orders.

Continued on page 73

Leonard

Design...

Quality

...gives you carpet beauty guaranteed to last!

Forget worries about whether a lush pile will hold its own in traffic... how a pale blue will look when it's walked on. With carpets of Textured Caprolan• nylon you can recommend glamorous colors and textures unqualifiedly. You could suggest "Luxuriant" carpets by Croft, for example—opulent shag cut-pile... stunning range of hues designed to let your color sense take wing... and all backed by the assurance they'll stay lively and luxurious looking longer than any carpets you've known before. Speaking of assurance:

Allied Chemical

Did you know that all carpets made of Textured Caprolan are Certified for Performance?

Fiber Marketing Department, 261 Madison Avenue, New York 16, N. Y.

To discover what nylon can do, you just have to find out about

textured
caprolan
nylon yarn for carpets

The luxurious new fabric look in practical vinyl

KANOYA

pattern

elastic fabric back

Masland Duran®

vinyl upholstery

A truly outstanding touch of elegance on furniture for every interior. It's Kanoya in Masland Duran, the vinyl upholstery that offers the ultimate in decorative distinction, comfort and easy cleaning. In high-fashion colors of superb fabric-like beauty. For the utmost in quality, style and value, recommend Kanoya to *your* clients. Write for sample. The Masland Duraleather Co., Dept. 60, Philadelphia 34, Pa.

Pino P. De Luca

INCORPORATED

THE LAVISH LOOK OF CRYSTAL

H-8038 Candelabrum (28″ high); D-4058 Sconce (24″ x 16″; H-8035 Chandelier (28″ diameter). All in hand-wrought metal, with antique gold leaf finish, and dressed with hand-cut wood-polished European crystal.

DALLAS—330 DECORATIVE CENTER
PHILADELPHIA—34 SOUTH SECOND STREET
WASHINGTON, D. C.—1327 CONNECTICUT AVE. N.W.
CHICAGO—325 NORTH WELLS STREET

205 E. 49 ST., NEW YORK 17 • MU 8-6280

"CONTACT!"...

INTERIOR DESIGN

for CONTRACT Business

Biggest Contract Issue

OCTOBER 1960

DEPARTURE: September 15

(ADVERTISING FORMS CLOSE)

ARRIVAL: October 1

RECEPTION at the landing by every interior designer in the United States and Canada who is eager for contract work. This is the event that brings them out in the open, all those decorators who want to enlarge their share of the booming market for contract work.

October **INTERIOR DESIGN** will be the largest contract issue we have ever published. It's a chartered carrier for your advertising message; sets you down right where you want it — in the studios and offices of the people who will be directing the purchase of billions of dollars worth of furnishings in these next 6 months.

INTERIOR DESIGN has marked out this profit-laden route to the people you must sell to get contract business. Only twice a year do we schedule these all-contract flights. We'll be proud to have you aboard. Bring the best of your new ideas, materials and products geared for contract work.

"CONTACT !"...

Before the take off...

. . . we'd like to tell you why your advertising in October **INTERIOR DESIGN** is your best investment for contract business. It's because — more and more — interior designers are in the pilot's seat when it comes to contract interior jobs. Already they are responsible for the selection of a greater dollar volume of contract furnishings than any other group. And you meet America's largest, most concentrated interior designer audience in **INTERIOR DESIGN.**

Some are on the staffs of architectural firms. Some work for retail stores, hotel chains, etc. But the greater number are individual operators who can (and do) commute freely between residential and contract work. This is the most fruitful development in the past decade in the field of interior design. It has come about through the demand of business for residential-seeming interiors. Why residential? Because a comfortable, character-ful interior can recapture the human values lost through "bigness," bureaucracy and standardization. It can humanize the monumental or severe shells of modern architecture. And who better than an interior designer with residential experience knows the art of creating interiors to human scale?

Thus, the interior designer who has decorated a bank president's home may next be called upon to decorate his office and then, the whole bank interior. Such is the origin of much of the new contract work springing up today. Decorators are going after, and creating, this business. Go after them, and your sales curve will follow their growth! There's one way to find them. In **INTERIOR DESIGN,** and especially the issues exclusively devoted to contract work.

You can be sure that every interior designer with an interest in contract work will make it his business to see the October issue of **INTERIOR DESIGN.** This is the trade's prime reference for latest developments in the contract field — new installations, new products, new uses, new ideas. Its contents, editorial and advertising, are "must" reading. They are not merely noted; they are pored over, marked, clipped, filed or otherwise tabbed for action.

The life of the issue is a full 6 months — until the next contract issue. Yet the cost is no more than any other issue. And **INTERIOR DESIGN** offers the lowest advertising rates in the field.

INTERIOR DESIGN

BANKS • RESTAURANTS • TRAVEL

BOWLING ALLEYS • HOSPITALS

HOTELS • MOTELS • AIRCRAFT

SHOPS • AIR TERMINALS • SHIPS

LOBBIES • TEMPLES • CHURCHES

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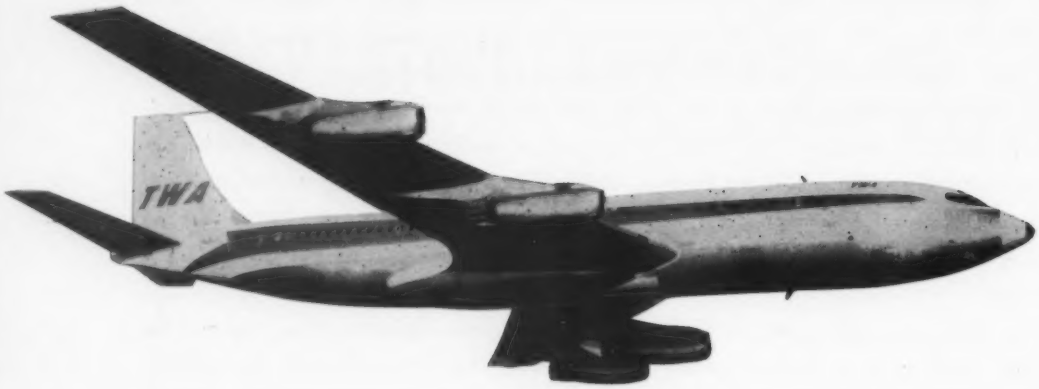
CLUBS • SHOWROOMS • OFFICES



HITCH YOUR CONTRACT ADVERTISING TO TOP INTERIOR DESIGNER CIRCULATION

As the magazine edited most closely to decorator needs, **INTERIOR DESIGN** has the largest interior designer (interior decorator) circulation in the field—9,231 (ABC Publishers Statement, Dec. 31, 1959). This is a **58% increase** over 5 years ago, when our circulation in this No. 1 Primary Market classification was 5,856 (ABC Publishers Statement, Dec. 31, 1954).

INTERIOR DESIGN's unforced circulation (no premiums) steadily reflects the growth in the number of practicing interior designers. New entrants to the profession subscribe **first** and **most** to **INTERIOR DESIGN.** This means you get new prospects **first** in **INTERIOR DESIGN** . . . and the **most** prospects at all times.

ADVERTISERS ENDORSE INTERIOR DESIGN'S LEADERSHIP

INTERIOR DESIGN carries more pages of advertising than any other publication in the field — **1593** pages in 1959. This is a **100% increase** over 5 years ago, when (1954) we carried 794 advertising pages.

BE SURE YOU'RE "ABOARD" THE OCTOBER CONTRACT ISSUE. MAKE RESERVATIONS NOW!
INTERIOR DESIGN, 151 EAST 50 STREET, N. Y. C. 22 PLAZA 5-7291

INTERIOR DESIGN

Selections from "Forward Trend" group designed by Bert England.

JOHNSON

Grand Rapids

Three-section cabinet from "Custom Arrangements."

SHOWROOMS: NEW YORK
CHICAGO • PITTSBURGH
PHILADELPHIA • BOSTON
DALLAS • INDIANAPOLIS
SAN FRANCISCO • DENVER
ST. LOUIS • LOS ANGELES
MINNEAPOLIS • TORONTO

GRAND RAPIDS FURNITURE MANUFACTURERS GUILD
MEMBER.

JOHNSON FURNITURE COMPANY
1101 Godfrey Avenue
Grand Rapids, Michigan

"Discriminate" dining room designed by Bert England.

Early American living-dining room by Frances Duff, A.I.D., of Austin, Texas

Not a care in the house with Happy Blues when they're...

U.S. NAUGAHYDE® upholstered over U.S. KOYLON® FOAM

finest in vinyl upholstery — genuine latex foam rubber cushioning

The luxury of light, bright, beautiful color is made completely practical in today's mostly maidless homes with U.S. Naugahyde. Durable Naugahyde needs just a damp cloth to keep its colors fresh and clear as new. This happy-blue living-dining room designed by Frances Duff, A.I.D., shows ideally how well suited Naugahyde is to traditional as well as modern design...and will give you an idea of the wide range of patterns and textures from which you can choose both Elastic U.S. Naugahyde and the new "breathable" U.S. Naugaweave®. And for the ultimate in long-lasting seating comfort, make sure the furniture you buy is cushioned with U.S. Koylon latex foam rubber. It's the world's finest cushioning. You'll find furniture upholstered with Naugahyde and cushioned with Koylon at fine stores throughout the country...or through your decorator.

Sofa by Aristocrat Furniture Mfg. Co., Bell, Calif. Living room chairs by Shaw of Charlotte, N. C. Bar stools by Hollywood Furniture Mfg. Co., Los Angeles, Calif. Dining room table, chairs and 3 coffee tables by Barnard & Simonds Co., Grand Rapids, Mich. End tables by Statton Furniture Mfg. Co., Hagerstown, Md. Roll-top Hi-Fi set by Guild Radio & Television Corp., Inglewood, Calif. Barbecue-Rotisserie by Majestic Co., Inc., Huntington, Ind. Sliding screen panels of U.S. Tropicel® and Tropiglas.® Wall covering and draperies of U.S. Naugahyde. Floor covering is new U.S. Royal carpet-textured vinyl.

United States Rubber

Coated Fabrics and Koylon Seating Dept., Mishawaka, Indiana — In Canada: Dominion Rubber Company, Ltd.

PROOF:

THE WORLD'S MOST MODERN UPHOLSTERY MATERIALS ARE IDEALLY SUITED TO EVERY STYLE AND PERIOD OF FURNITURE...

U.S. NAUGAHYDE®
finest in vinyl upholstery

U.S. NAUGAWEAVE®
breathable vinyl upholstery

U.S. KOYLON® LATEX FOAM RUBBER
Genuine latex for the finest in cushioning

WATCH FOR this dramatic full-color ad of an Early American living-dining area designed by Frances Duff, A.I.D., Austin, Texas, featuring U.S. Naugahyde upholstered over U.S. Koylon Foam Cushioning in the September issues of *House Beautiful, House & Garden* and *Living for Young Homemakers.*

Be sure to see all the best sellers and the newest patterns in U.S. Naugahyde and "breathable" U.S. Naugaweave as well as fabulous, new U.S. Koylon Pincore, the economical Foam Rubber Cushioning at the NAFM FAIR in Chicago—Conrad Hilton Hotel, South Exhibit Hall, Spaces 107-108-109.

United States Rubber
Coated Fabrics and Koylon Seating Dept., Mishawaka, Indiana
In Canada: Dominion Rubber Company, Ltd.

Luminous Tile for Adding Glow

Imagine the glamour of luminous vinyl that adds either a glow or a guiding light to the floor! This new tile flooring, called "Afterglow", is available from B. F. Goodrich Co., Flooring Products Division, Watertown, Mass. The tiles, of 1/8"-thick black or white *Corinthian Koroseal* translucent marbleized vinyl, incorporate flecks of phosphorous pigments suspended in each; and during lighted hours the floor appears as any normal marbleized floor product, but when the area is darkened the phosphorescence gives off a bluish light bright enough to make objects on or near it clearly distinguishable for as many as 12 hours. "Afterglow" is designed for use wherever certain special decorative effects are desired, as in foyers, cocktail lounges or party rooms. And for utilitarian purposes in exits, stairways and other danger areas in hospitals and theaters, or in photographic and X-Ray darkrooms, what could be more appropriate where illumination is needed when a power failure occurs? The tiles are resistant to stains from fats, grasses, oils, ink, medicines, alkali and acid solutions, and can be installed over any dry, clean, smooth interior surface.

Waverly for Fall

New fabrics at Waverly, 60 West 40th Street, New York, display a mood of light effervescence with frosted colors and designs to please all tastes. Modestly priced, the group includes 36" wide *Glosheen* cottons in charming stripes, fleur-de-lis, wreath and snowflake designs—all very exciting in their pale, pale color combinations. Also introduced for the first time on *Glosheen* is a selection

of Schiffli embroidery in dainty daisy or forget-me-not florals, and side border treatments in blue, white, beige, lavender and willow. By contrast, bold scaling and brighter color tones—mainly browns, purples and blues—are notable in another series of florals on a number of grounds including Fortisan, clipper cloth and antique satin. Many floral sheers with companion prints also will make their showing this fall, as will a brand new *Color Glow* collection of special color pigments pairings on Fortisan and antique satin in a wide variety of subjects.

Continued on page 124

Left to right: Series 10030/35 54" Avallon Stripe Velour, Series 9930/35 50" Diamond Silk Taffeta, Series 9970/73 51" Cicala Brocatelle.

JOFA INC.

Established 1823

Importers and Wholesalers of drapery and upholstery fabrics

45 EAST 53rd STREET, NEW YORK 22

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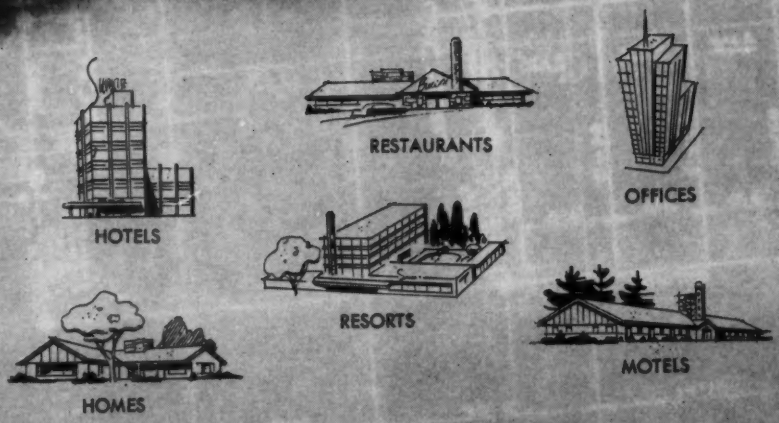

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DESIGN PIRACY

During the past month several instances of design piracy have been brought to my attention. (The offended parties seem to feel that INTERIOR DESIGN *should be able to deter the pirates' activities altogether.) It will be obvious that this magazine cannot police the homefurnishings industry, as much as we like to see justice done and retribution brought about. The only contribution that we can make in this respect is to contribute to the moral climate of the industry, with the hope that piracy will eventually become recognized by everyone as the crime it is instead of a sneaky way of doing business.*

In the June 1959 issue of INTERIOR DESIGN *I devoted my editorial to the subject of Design Piracy, as reprinted below. I hope that every manufacturer and every designer with larceny in his heart gets the message.* H.V.A.

Design piracy is a rough title for an editorial and not a pleasant subject for contemplation. Nevertheless we should not let our innate sensitivity deter us from seeing a true picture of the design pirate, because he is devoid of the sensitivity that makes it possible for men and women of honor to live and work together in our present-day democratic society.

Let's face it. The design pirate is a scavenger. He lives on the creative ability of others. He is lacking in culture, he lacks creative talent and he measures his success in dollars and cents. He is unmoral because he is completely lacking in moral concepts.

The frustrating fact is that he can operate in our present-day society with so much freedom. Our laws are not designed for his protection; nevertheless he derives too large a measure of legal protection because his offenses must be proved in court, which places a great time and financial burden upon the originator.

The design pirate is generally a shrewd character. He never makes an exact copy. He will leave some minor detail off and make a slight change here and there, making sure that the basic impression of the design is still intact. If he is taken into court his lawyers always have a few points which can be used to confuse the jury.

The design pirate's product is always cheaper and lower in price, and it finds a market with the unsuspecting buyer in a ready-made market among buyers who seem to be always waiting for someone to copy a good design so that they can use the prestige of the original and sell the copy cheaper.

Legally it is difficult to deter the design pirate. It is basically a problem for the industry within which he operates to create a moral climate strong enough to act as a deterrent. Collectively the industry's reaction to the design pirate amounts to little more than a shrug of the shoulder accompanied by a verbal comment such as, "I see that Jones knocked off Smith." One feels sorry for Smith—but it ends there. If the indignation were strong enough, Jones would find it impossible to operate.

What can INTERIOR DESIGN do to deter the pirate? We cannot police the industry; we must accept the advertising of any firm in good faith. If we didn't, then our actions would be in restraint of trade and the burden of proof would rest with the magazine.

It is only through the printed page such as this that we are able to let the design pirate know that he is beyond the pale of decent business, that he is a parasite, a cheat and a fraud, living off the creative talents and mental sweat of his fellow man.

Harry Anderson

Parking area at entrance to house with planted plot and covered area, shown above, results in stimulating modern design; cement brick walls have raised design to accentuate effect of shadows. Philmer J. Ellerbroek, A.I.A., architect.

House, Patio and Pool

For a house designed in contemporary style, located in Bel Air Hills, suburb of Los Angeles, interior designer Catherine Armstrong, A.I.D. has ignored any tendency to clutter, keeping living areas free and unhampered, and maintained backgrounds definitely architectural in character to retain their individuality. Furniture arrangements were planned to meet the special requirements of the clients and to take advantage of such architectural features as patio with pool, glass-enclosed garden and wide windows affording picturesque views of the surrounding wooded countryside and plantings of colorful flowers and palms. A beige and turquoise color scheme has been developed throughout the house, resulting in a quality of spaciousness and repose. The living room is planned to permit the entire first floor area to be opened up for entertaining large groups, and gives a surprising effect of much greater scale. Air conditioning and specially planned lighting, sliding glass doors and terrazzo floors are additional special features of the house. Most of the furniture was especially designed.

Entrance hall below, as viewed toward bedroom hall and powder room beyond, showing Robert Crowder custom-design wood veneer wall covering, beige terrazzo floors and Richard Lawson antique gilt wrought iron sconces; pair James Stewart Chinese stools have cushions of William Webb turquoise hand-woven fabric. Opposite page shows enclosed courtyard with tropical planting and bronze cranes between dining room and activity area giving outdoor quality to entire interior.

Harold Davis

Activity area is characterized by unusual furniture grouping on Karastan beige carpet at fireplace, consisting of sofas and chairs by Anton's Workroom, the sofas in Caro & Upright fabric, the chairs in turquoise and beige stripe fabric by Odenheimer & Baker, arranged for conversation with after-dinner coffee; Dunbar corner cabinet holds Chinarts lamp; Robert Crowder hand-woven curtain fabric; fireplace equipment from Brunning.

OPPOSITE, TOP

Dining room affords view of courtyard with planting around lily pool; Robert Crowder hand-woven beige draperies match Karastan carpet and ceiling, blend with walls painted mocha; Monteverdi-Young custom-designed furniture includes chairs upholstered in William Webb turquoise fabric.

OPPOSITE, BOTTOM

Bedroom continues beige and turquoise color scheme found throughout house, with painted walls and ceiling matching Karastan beige carpet; sliding wardrobe doors are grass paper shoji screens alternated with walnut panels; Boris Kroll fabrics are used for upholstered chair, bedspread and headpiece of bed, by Anton's Workroom; chevet tables by Monteverdi-Young, Dinkelspiel lamps.

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Duplex on Park

If the interiors shown on these pages are reminiscent of the handsome town house of Edward Durell Stone, F.A.I.A., it is no mere coincidence. They were deliberately planned that way for a client who admired the Stone residence so much that he asked to have it duplicated in his duplex Park Avenue apartment. Although architect Stone does not as a rule repeat himself from one installation to another, he acquiesced to the extent that the overall feeling and various materials in the two residences are similar—marble floors, grille screens and copies of antique chairs which Mr. Stone had acquired on his travels here and abroad.

As America's leading architect, Mr. Stone is noted for the design of such outstanding buildings as the American pavilion at the Brussels World's Fair and the American Embassy in New Delhi. He is currently completing plans for the new Huntington Hartford Museum. The style of his work cannot be readily classified as modern or traditional. Rather, it is a blending of the best from both, resulting in a style that is uniquely his own. This is especially apparent in the apartment shown here. Although furnishings are primarily contemporary in design, there is a pleasing mixture of antiques. Backgrounds, too, are a combination of old and new with white painted walls enriched by red velvet hangings, Japanese fretwork sliding screens, a window wall of Austrian shades. Antique accessories also lend a touch from the past. Another important decorative feature is the client's extensive collection of contemporary art including several early examples by Degas, Cezanne, Picasso and Rouault. These have been skilfully integrated with the furnishings and illuminated by custom lighting.

Architecturally, the apartment was created from two floors in a converted cooperative building which had been torn down to the skeletal stage. Special features designed by Mr. Stone include a graceful stairway between the two floors, illuminated white plastic vaulted ceilings, and aluminum grille screens as a background for planting between the terrace and the living room window wall. Entrance to the apartment is on the penthouse level which also includes an art gallery, main living area, dining room and master bedroom. A library and guest bedroom form a suite on the lower floor.

View of gallery looking toward main entrance on penthouse level; flooring is white Vermont marble with gray-green veining, walls are painted white and woodwork is oil-finished walnut; vaulted ceiling designed by Mr. Stone is of white plastic sheets with lighting above on Luxtrol dimmer controls. Terrace, shown at top of page, repeats ceiling treatment of entrance, features treillage background for green planting.

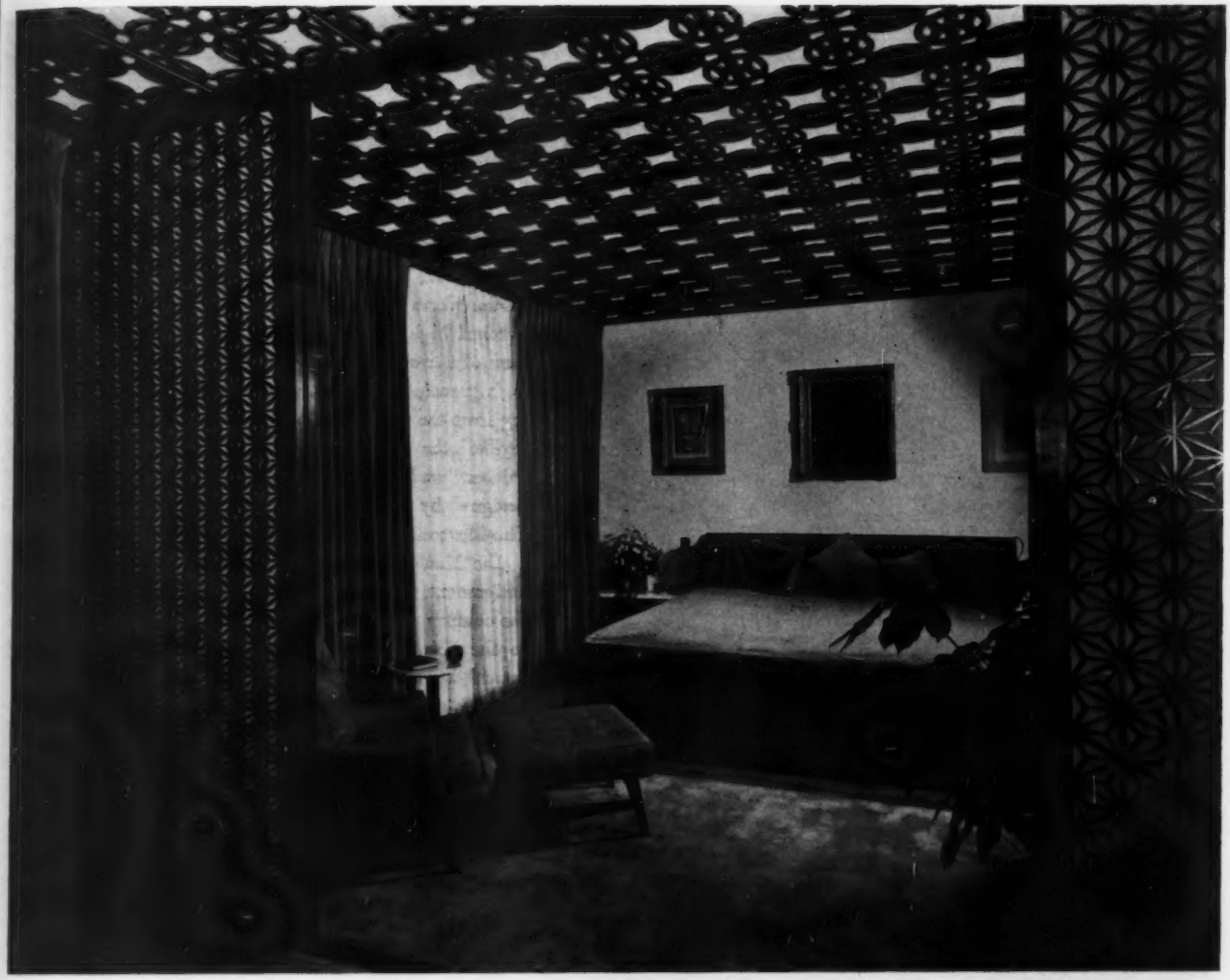
Alexandre Georges

Gallery was specially designed as background for client's collection of contemporary paintings as shown above and on facing page, with custom lighting by Kliegl Brothers; Italian brass and wrought iron chairs with bright red velvet cushions were found by Mr. Stone on his travels as was Indian brass lighting fixture; living room is beyond grille panel in right foreground.

Living room floor is white marble with green veining which is repeated on long coffee table and hearth bench; rug from Baird Bros. is gold, custom over-size sofa by Dunbar is upholstered in gray-brown silk, accented by red and white velvet cushions; all fabrics by Jofa; workroom service, Lotte Sunshine; paintings include a Vuillard and Rouault above sofa, Cezanne on fireplace wall. Western exposure of room has wall of sliding windows facing terrace with Alcoa aluminum grille screen designed as a decorative feature and sun deflector; white Austrian shades are flanked by red velvet hangings.

Italian chairs with red velvet cushions are used with custom marble table by Harold Bartos in handsome dining room of apartment; crystal chandelier and candelebra are from Charles Winston; painting over cabinet is an early Picasso; on other wall (left to right): Degas, Bonnard, Renoir.

Library-study has illuminated ceiling of white plastic and walnut grille panels executed by Clarence Brinkworth, who supplied all custom cabinetwork for apartment; room adjoins guest bedroom (opposite page) and can be closed off by sliding screens of Japanese fretwork; walls are white, Jofa velvet draperies are green, upholstery fabric on Dunbar sofas is rust, and Baird Bros. carpet is beige; Finn Juhl armchair in foreground of above photograph has upholstery fabric of green texture; painting is by Russian artist Kokoschka.



Guest bedroom as seen from library continues green and white color scheme with green velvet draperies and bedspread, white sheer curtains and walls; custom bed, chair and ottoman are from Dunbar. Guest bathroom contrasts white and green marble with walnut woodwork, brass hardware; sketches over 12-foot marble counter top are by Toulouse-Lautrec; brass-frame bench is from Dunbar, cabinetwork by Clarence Brinkworth.

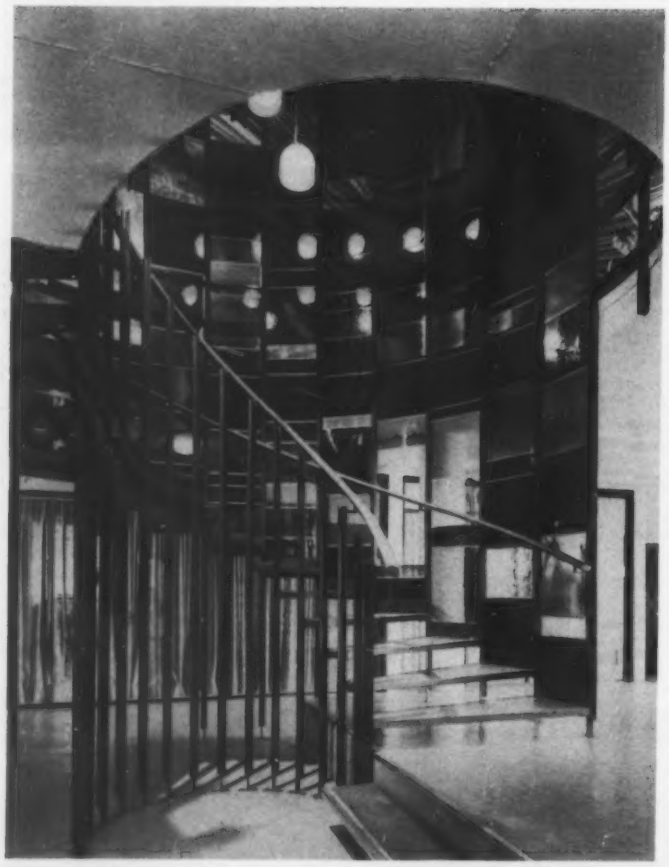
Hotel on a Hill

Newest in the growing list of New England resort hotels is the glamorous Colony Motor Hotel on Beach Bluff in Swampscott, Massachusetts. Located just outside Boston on the North Shore, the site could hardly be more ideal. Perched high on a bluff, the hotel commands a sweeping view of the ocean and sandy beach below, and the building's graceful architecture, including a long wing extending from the main building, is designed to take full advantage of the view. The building architects were Irving Salsberg and Ralph LeBlanc. Interiors throughout were designed by J. Kenneth Hull, N.S.I.D., chief designer of The Maxwell Company, Miami, Florida.

The Maxwell firm is well qualified to handle such an assignment, for it is one of the largest contract firms in the country. Established in 1929, the company has grown to the point where it now does a multi-million dollar annual business, has a staff of approximately 200, and handles all aspects of an installation including design, merchandising, delivery, installation and financing. The company also maintains its own carpet, drapery and upholstery workshops, a Venetian blind factory, and warehouses a large inventory of staple goods in the Miami home office as well as in its other showrooms in Jacksonville, St. Petersburg and Seattle. Current expansion includes plans to establish offices and showrooms in New York, Chicago and Atlanta. Among the firm's recent installations of note are additions to the Fontainebleau, Eden Roc and Deauville in Miami Beach, many of the new Howard Johnson Motor Lodges, Holiday Inns and numerous other hotels throughout the South.

The new Colony Motor Hotel, one of the firm's most recent installations, consists of 86 units including 70 guest rooms and 16 studio rooms. In addition, there are four large, ocean-front suites. Two color schemes are used for all the rooms: blue and blue-greens or gold and tangerine. Tones of blue are used in all the public areas except for the coffee shop which has a sparkling orange and yellow scheme and black slate flooring. Draperies in all rooms are backed by a new color plastic process which not only creates a colorful exterior but also helps to increase the effectiveness of the air conditioning and serves as an insulation against cold. It also helps to darken the room for late sleepers. Décor in the public rooms ranges from a quiet and relaxing lobby with its seating groups focused toward a large circular brick fireplace, to a more flamboyant approach in the cocktail lounge with an aquamarine, canopied ceiling, striped wall treatment in black, purple, lavender and white, and a glittering gold vinyl display behind the bar. The overall effect offers a combination of glamor and restrained elegance amidst all the facilities and conveniences even the most pampered guest could ask for.

Graceful stairway leading to dining room and cocktail lounge features metal uprights and panels of colored glass.



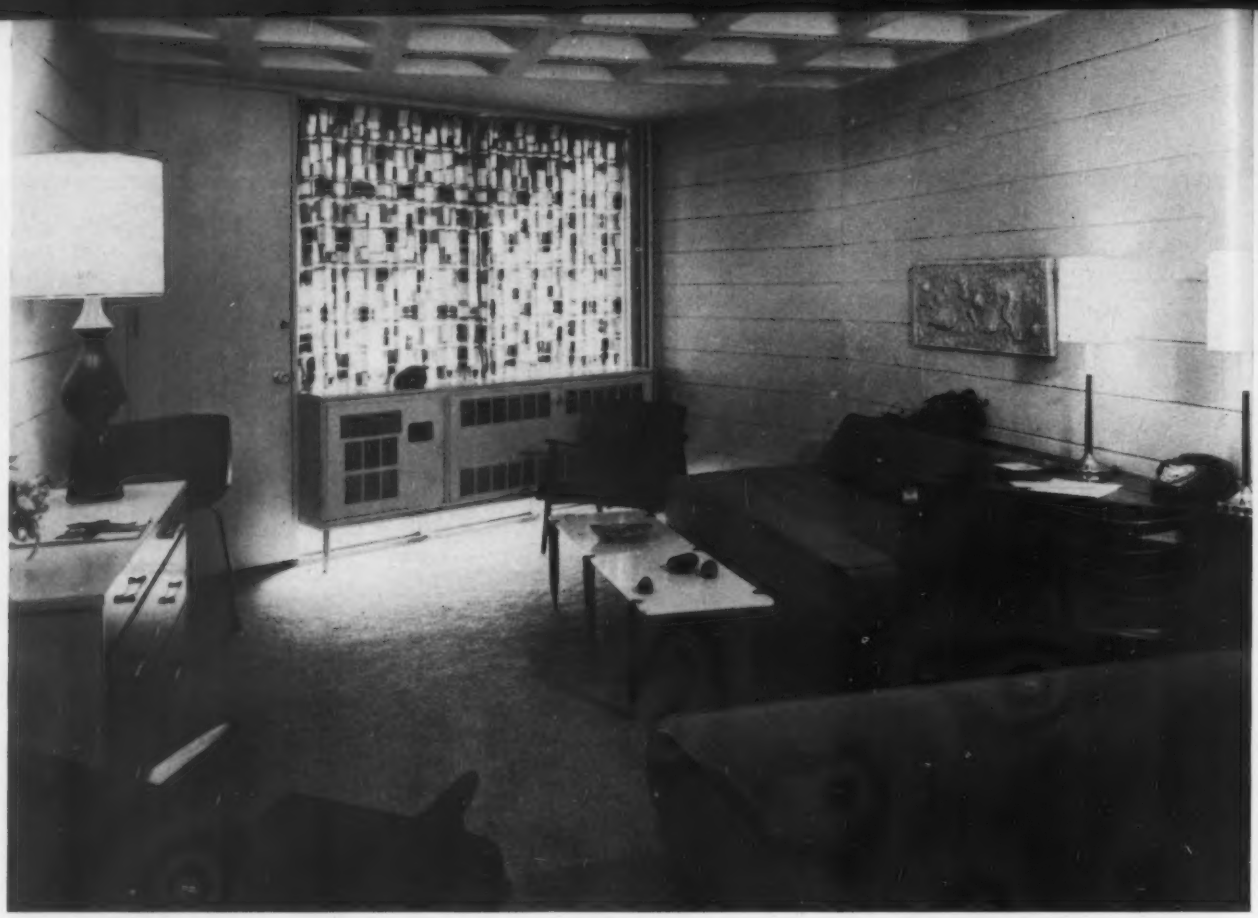
Ernest M. Silva

Décor of cocktail lounge is colorful and gay with Mohawk blue and purple carpet, canopied ceiling of aquamarine Fiberglas and striped wall treatment in black, purple, lavender and white by Leathercraft Laminated Products, who also executed the custom bar design; banquettes, bar front and Empire State chairs and stools are upholstered in blue or lavender Tolex, table tops are black Formica embedded with sequins.

Spacious lobby features long expanse of windows curtained in sheer fabric by Louisville Textile; color scheme combines tones of blue, and focal point is floor-to-ceiling brick fireplace; flooring is black slate with Mohawk blue carpet defining seating areas of Valley Upholstery sofas, Founders cocktail tables and benches, Selig lounge chairs and round coffee table; desk lamp is from Stadler-Neuwirth, bench lamp by Donald Hansen, ceiling fixture from Lightolier; planters are from Wing-On Company.

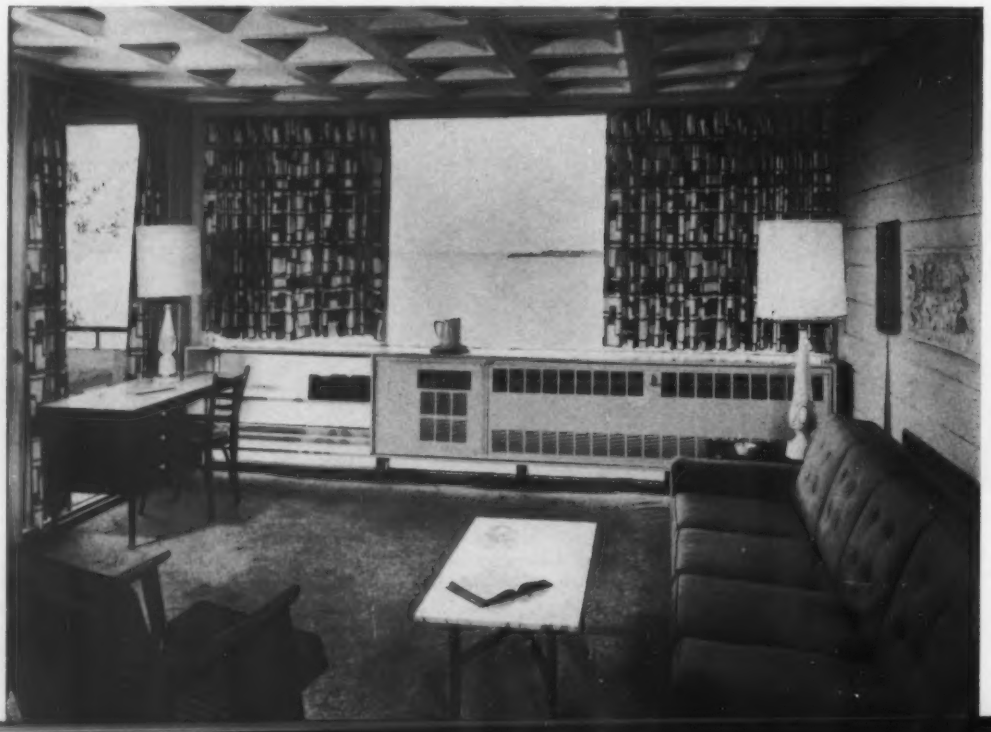
In contrast to other public rooms, coffee shop has a sparkling orange and yellow color scheme, includes both table and counter service; Empire State chairs are upholstered in Naugahyde, table tops on L & B Products bases and service counter are of Consoweld "Primrose" by Leathercraft Laminated Products; Lightolier lighting fixture, Louisville Textile curtains flameproofed by Perma-Dry.

Blue color scheme is continued in dining room which is separated from cocktail lounge by an open divider; table bases by L & B Products are used with Consoweld natural walnut tops and Empire State chairs upholstered in Weldron; dramatic lighting fixtures by Lightolier; Cohama drapery fabric was flameproofed by Perma-Dry.



Sleeping facilities in typical studio room are provided by Duo-Bed units with spreads of Charles Bloom fabric; surfaces of all case pieces are plastic for ease of maintenance including Beautycraft dresser and Ashley Furniture coffee table; desk lamps by Stadler-Neuwirth, dresser lamp from Donald Hansen, wall plaque by Spaulding Display, and accessories from Haeger Potteries; drapery fabrics by Motif Decorative Fabrics.

Living room of this suite has view of ocean, can be used for sleeping with Simmons sofa-bed; carpeting is by Mohawk, and other furnishings include Founders desk and tables, Florence Art lamps, Spaulding wall decoration. Guest rooms are in two different color schemes: blue and blue-green or yellow and tangerine.



Large outdoor terrace paved with tile is given livable quality by addition of trees and shrubbery in boxes of flowering plants, forming background and canopy for grouping of Molla metal furniture, painted white, and lively fountain centered in island of white pebbles. Karl Linn, landscape architect.

Unique Apartment

In developing a unique apartment on Fifth Avenue, in New York, whose owners, Mr. and Mrs. A. Feinberg, require spaciousness in which to entertain frequently, interior designer Sarah Baxst was faced with several difficult problems before completing the background for hospitality for her clients as shown in the accompanying pages. First of all, there was the problem of a large tiled outdoor terrace off the living room, scene of much of the entertaining when weather permits. This open terrace is close to an office building affording no attractive features and calling for an awkward situation to be minimized by a luxuriant addition of trees and shrubbery in boxes of flowering plants forming a background for groupings of metal furniture, painted white, and a lively fountain centered on an island of white pebbles. Another decorative problem that had to be circumvented for a desirable contemporary effect was that of minimizing objectionable woodwork and moldings in the various rooms, a situation that could not be corrected by removal, due to requirements by owners of the building. Other problems, besides the usual ones of original furniture arrangements, color distribution, textures, etc., involved combining various items of the clients' old furniture in the new arrangement, developing a color scheme that would be adaptable throughout the apartment, and incorporating an exemplary collection of paintings and objets d'art in the decorative scheme.

James Vincent

Entrance hall has Louis Bowen tangerine striped wallpaper, matching woodwork, and Vinylwood walnut floor from Herbert Bright, background for specially designed wrought-iron and travertine console, and upholstered wrought iron benches, in Boris Kroll black and orange fabric, from Doris Dessauer, source also for Tibetan bas-reliefs and gold leaf mirror; flower arrangement by Harold Dyson.

White walls and Edward Fields apricot and white rug are background for novel arrangement of furniture that includes sofa, in bronze silk, flanked by lamp table holding Harvey Probber lamp and Oxford-Kent desk, and chair, gold leaf cocktail table with glass top holding Harold Dyson flower arrangement, and armchair in black lacquer; all fabrics from Boris Kroll, furniture from Tommi Parzinger, except where noted; window panels by Lozano-Fisher and Caprara painting from Virginia Frankel, accessories from Doris Dessauer.

Focal area of wall opposite sofa and cocktail table grouping is arrangement of shelves holding objets d'art from Virginia Frankel; Parzinger sofa faces Oxford-Kent lamp table flanked by Dunbar swivel chair and DeGeal & Walker chair and ottoman in Boris Kroll bronze and beige fabric; chess table is from Barclay Square; door to terrace has handloomed fabric by Lozano-Fisher.

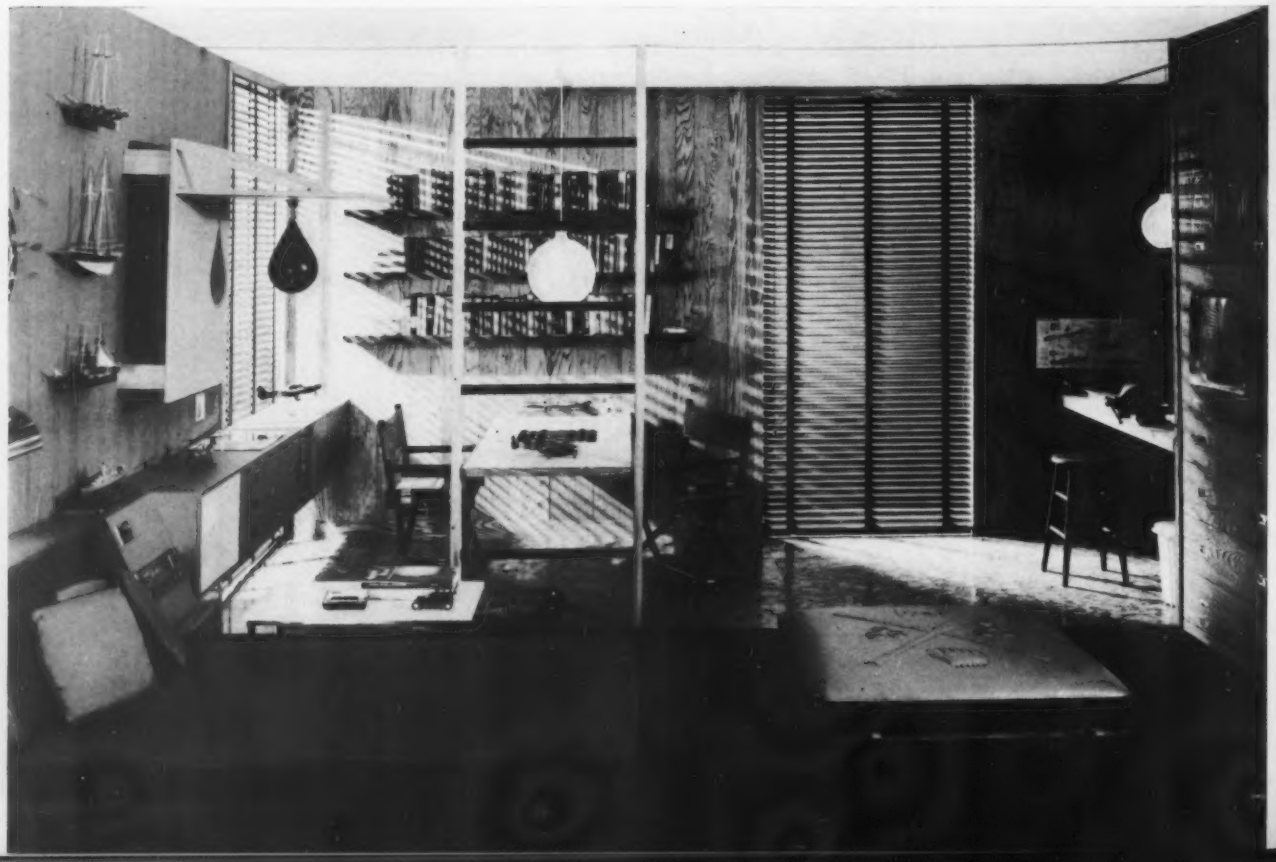
Small study is given illusion of greater area by mirrors and by furniture being confined to walls; Amtico vinyl floor is orange, dull yellow and black, the colors repeated in woven wood shade by Lozano-Fisher; furniture is by Designed Interiors, including wall unit with books; modern objets d'art and painting supplied by Virginia Frankel.

Bedroom decorative scheme is entirely yellow and white, the scheme inspired by painting from Virginia Frankel; Boris Kroll brocatelle fabric used for bedspread blends with woven cane headboard of Parzinger bed; panel in window matching overcurtains, handloomed by Lozano-Fisher; yellow carpet by Edward Fields; black lacquer chevet commodes, from Milling Road Shops, hold pair Luten, Clarey, Stern lamps; seating furniture, by Fine Arts.

Light and Shadow

In the fourth annual showing of room settings sponsored by the Venetian Blind Institute, emphasis is not so much on unusual or trick ways to use blinds as on the pattern interest they can create in a room by controlling light as it filters through. Not that the practical side of Venetian blinds has been overlooked, for in addition to the aesthetic aspects of light and shadow, they offer each of the five rooms a sure means of providing privacy and controlling light from bright sunshine to night-like darkness. Their contribution as an important color factor is also pointed up, and in several of the rooms Venetian blinds either set the overall color scheme or provide an accent to it. In a guest bedroom in Mediterranean styling by Phyllis Horton, A.I.D., for example, three floor-to-ceiling panels of motorized Venetian blinds set the room scheme of tangerine, citron and olive green. Similarly, a handsome sitting room-guest room with a country flavor as designed by Howard Williams, A.I.D., of W. & J. Sloane, features alternating panels of yellow and white Venetians mounted on panels which can be pivoted to take advantage of a garden area beyond. In a room designed by William Pahlmann, F.A.I.D., for a growing boy, two windows are covered by red Venetian blinds with blue tapes, keynote of the overall color scheme. That Venetian blinds are quite at home in an elegant living room is illustrated by Braswell/Cook Associates, A.I.D., who blend furnishings from the 17th century to the present, and set off a wall of three windows with blinds framed by vertical beams of dark wood. And Paul Krauss, A.I.D., contributed his interpretation of an old-fashioned children's playroom, offering ideas on transforming an attic room into usable space for today.

This practical and attractive room designed for a young boy by William Pahlmann, F.A.I.D., provides work, play and sleeping facilities in an area only 14' by 16' without a cluttered look since built-ins and wall fixtures leave much of the floor area free; red Venetian blinds with bright blue tapes set the color scheme, softened by a blending of wood tones; flooring is Armstrong vinyl cork with Hightstown rug from Patterson, Flynn & Johnson in the sleeping area; one wall is of Gilford vinyl over an insulation board that will not show tack holes; furniture includes Headbed daybed in Thorp fabric, custom ottoman by Giannola in Leatherguild red leather with trapunto work by Guild Needlecraft (top lifts up for storing toys), and pair of McGuire X chairs from Dunbar; pendant lights from Lighting Associates; built-in storage unit with recessed hardware from Paul Associates houses TV and radio from Fisher Radio Corp.



Hans Van Nes

A Mediterranean mood is captured by Phyllis Horton, A.I.D., in this charming bedroom with a cool, summery feeling; three floor-to-ceiling Venetian blinds, operated by a remote control switch convenient to the bed, cover one wall of glass and set the color scheme of tangerine, citron and olive green; a ceramic tile floor in white opal with black pearl insets by the Tile Council of America adds to the feeling of coolness; furnishings include a Portuguese bed from Tom Durkin with spread of Eaglesham fabric, glass-top table and red lamp from Paul Jones, 18th century chairs from Chrystian Aubusson.

This "Sky Studio" setting by Paul Krauss, A.I.D., is a contemporary version of an old fashioned playroom with a pleasing blend of old and new: flooring of Robbins vinyl tile in 18" squares of blue and white, the 18" module repeated in the black tapes of the white Venetian blinds, walls in Old Stone Mill muted blue and red documentary wallpaper, and a wing chair in Continental bright red felt; a large Dutch oak armoire holds toys, and the large drum serves as an end table.

Light and Shadow

OPPOSITE, TOP

A blending of the centuries—from the 17th to the present—is achieved by Braswell/Cook Associates, A.I.D., in this living room setting in muted tones of bronze, black and brown; focal point is a large 17th century Flemish painting, the dark tones contrasted with chamois walls and ceilings; dark wood beams lend an accent note and frame windows with Venetian blinds: flooring is Amtico's dark nubian color vinyl tile, and Stark carpeting has a leopard pattern which is repeated in Brunschwig & Fils toile fabric used for curtains and sofa slipcover made by George Tregard; fireplace equipment from William H. Jackson; chandelier, de Lucca; plants and flowers from The Gazebo lend a bright note of color.

OPPOSITE, BOTTOM

The "country" look is interpreted by Howard Williams, A.I.D., of W. & J. Sloane in a sitting room-guest room with floor-to-ceiling Venetian blinds in alternating panels of yellow and white, the colors echoed in Amtico vinyl tile flooring; the panels can be swung in a half circle, the blinds completely closed for privacy, or partly open to form the interesting light pattern shown here; red is used as a contrasting color and appears in Charles Bloom red and white damask on one wall and cushions of the ladder-back chairs, and in the red tweed upholstery on the sofa-bed; accessories from Doris Dessauer accent the contemporary fireplace with its wrap-around slate ledge forming an end table.

Trailer of Light

In September 1959, INTERIOR DESIGN presented the first of three trailers designed by C. Eugene Stephenson, F.A.I.D,. to offer notable lighting ideas for the house in the newest traveling exhibition by the Superior Electric Company, manufacturers of Luxtrol light controls. The first trailer was designed in a typical early American style of décor, providing the theme for the various room settings. The second mobile display unit, with its suggestions for effective and efficient lighting as shown here —the spaces developed in a contemporary style of décor throughout, with interest centered around the harmonious integration of controlled lighting and interior design— is as it will appear on a nation-wide tour by public utility companies sponsoring local visits of the exhibit. The Luxtrol controls exhibited provide any desired degree of illumination, from full darkness to full brightness, and are used with both incandescent and fluorescent lighting.

End of trailer is developed as entrance foyer, or study, with trailer-wide pale blue, white and gold custom bamboo screen backed by horizontal fluorescent strips 4' wide which, with valance lighting overhead, visually extend narrow width (7') of trailer; Lightolier flood lights on ceiling, each individually controlled by a 200-watt dimmer, are directed onto collection of wall plates.

OPPOSITE, TOP

Bar section between living-dining area and dressing room has fluorescent lights, behind plastic soffit, which bathe burnt orange and natural vinyl walls in soft glow controlled by adjacent Luxtrol dimmer; in dressing room area Luxtrol unit is covered to match Vicrtex vinyl wall; Lightolier stock light strips are recessed in pale blue Formica mirror frame matching lavatory top; floors are Congoleum-Nairn custom vinyl.

OPPOSITE, BOTTOM

Living-dining area utilizes fluorescent soffit lighting and bracket lighting combined with incandescent sources in floor lamp and dropped lights over Avard table-desk, in foreground, painted pale blue; walls are U.S. Plywood walnut and Vicrtex vinyl, matching upholstery on sofa, Thorp drapery fabric and wall light brackets; House of Italian Handicrafts chairs are walnut, covered in woven rush; Luxtrol wall units, at left, control soffit and Koch & Lowy floor lamp.

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At the Design Center

East meets West in the two newest rooms, second and third in a series presenting the five greatest decorative influences on American interior design, created for Design Center for Interiors, in New York at 415 East 53rd Street, and presented by The Upholstery Leather Group. The previous room was 18th-century "Williamsburg Updated", by C. Eugene Stephenson, F.A.I.D. Oriental influence in the decorative scheme—which began with America's clipper shipping and is heightened by today's jet travel—characterized the exotic "Garden Room" designed by H. Clifford Burroughes, F.A.I.D. and illustrated here. The room combines handsome contemporary lacquer-finished furniture by Dunbar Furniture Company from designs by Edward J. Wormley, with authentic accessories and objets d'art in Oriental style; and the color scheme combines leaf green, canary yellow, flame red and off-white. The walls, covered with off-white silk woven in India, have vertical separators of rich brown Vicuna leather. This architectural detail is further developed in mahogany dividers used in the white brick floor. Mahogany planters filled with exotic tropical plants from The Greenhouse are built in lanai fashion. A unit sofa, covered in leaf green leather with fine walnut frame is a focal point on one side of the room, and a black lacquer chair with ivory leather cushion, a high-backed chair covered in gay striped fabric, and small tables complete this conversation group. At the other side of the room a game table of walnut is surrounded by chairs lacquered in leaf green with canary yellow leather seats, the group set up for old China's favorite game, Mah Jongg; beneath the table is a woven hemp rug which accentuates the hexagonal shape of the table. Pagoda pillows in leaf green, canary yellow and flame emphasize the exciting color scheme. The leather used throughout the room was supplied by Radel Leather Mfg. Co. The décor of the bedroom, "Heritage Français" by Mary E. Dunn, F.A.I.D., was deliberately understated, keeping the room restful by depending upon fine materials for a charming room to live in. Furniture from Heritage's *Toulon* group, derived from 18th-century French designs, was adapted for 20th-century living. A soft shade of French blue leather was combined on the walls with hand-blocked French wallpaper from Nancy McClelland, Inc. set in panels with moldings, the Louis XVI design in matching blue background and stylized floral pattern in delicate shades of beige, deep blue and dubonnet. The leather used throughout the room was supplied by Blanchard Brothers & Lane.

Leather doors, with Oriental design in Natzler ceramic tiles in subtle colors, and sofa unit in leaf green leather are focal points on one side of "Garden Room" with brick floor painted white, as designed by H. Clifford Burroughes, F.A.I.D.; a black lacquer chair with ivory leather cushion and a high-back chair in gay striped fabric, combining leaf green, canary yellow and flame, are shown with pagoda leather pillows in matching colors on floor to complete the conversation group; at one end of the room a hexagonal game table, walnut with ivory leather top, has accompanying chairs lacquered in leaf green with canary yellow leather seats; Orrefors ceiling lighting fixture from Hansen Lamps; Kabuki lamp in corner, from Luten, Clarey, Stern, who also supplied fiber rug; all furniture and fabrics by Dunbar; antique brass brazier from Decorative Accessories, screen from Charles R. Gracie & Sons; all leather from Radel.

Soft blue leather stiles of Eagle Ottawa leather, as supplied by Blanchard Brothers & Lane, are combined with matching blue taffeta curtains and panels of Nancy McClelland hand-blocked wallpaper in matching blue, green, greige and dubonnet in "Heritage Français" room designed by Mary E. Dunn, F.A.I.D., background for Heritage walnut furniture in 18th-century style, the chairs in leather accenting colors in wallpaper and James Lees greige rug; all fabrics from F. Schumacher & Co.; desk lamp from Paul Hanson; crystal chandelier from Nesle.

A Touch of Versailles

Reminiscent of one of the intriguing little 18th-century *hermitages* at Versailles that might have been erected for a courtier or *dame de qualité* weary of official festivities —a gesture of frustration to the exhausting formality and pomp characterizing life at court—yet definitely 1960 in its furnishings, furniture arrangement and comfort, the delightful pavilion of formal design shown here facing its stone terrace and swimming pool in a Palm Beach setting of tropical verdure, the property of Mr. and Mrs. William Klopman, is an ideal background for today's enjoyable living and gracious hospitality. The exterior reveals a pleasant architectural essay in classicism by the designer, with emphasis on structural rather than decorative elements. Inside, interior designer David Ayers, A.I.D. has utilized such commendable features as marble floor, treillage and Ionic pilasters as a background for a lilting decorative scheme of color and texture as found in the fabrics, Moroccan rug and custom furniture.

Garden facade of pavilion with three arched French windows opens upon stone-paved terrace surrounding swimming pool, forms gracious setting for growing hedges, Molla metal furniture and American Tent & Awning colorful umbrellas.

Lounge area, above, shows view toward bar with colorful trompe l'oeil mural by Piero Aversa, the McGuire bar stools in Gilford avocado leather; furniture grouping includes Dunbar curved sofa, in Boris Kroll green and white tweed, lounge chairs by Erwin-Lambeth, who also supplied leather-upholstered chairs at Niccolini game table (not shown) and facing chaises longues flanking table with Donald Hansen lamp, all ranged about large cocktail table with Kappa-Shell top centered on Schumacher Algerian hand-woven green and white rug; floor is Alabama white marble, specially designed chandelier from New Metal Crafts.

View at right shows loggia, extension of lounge area, with green treillage walls, Alabama white marble floor and furniture carved and finished to resemble bamboo, the chairs from Soloman at sofas, those from Durkee at Colombo gaming table; color scheme throughout area is white and avocado, curtains are in three shades of green and white fabric from Maria Kipp.

Loggia, with green treillage contrasted with off-white walls and Alabama white marble floor extending beyond lounge area, the demarcation indicated by series of Ionic columns as shown above, is ideal for large parties involving varied activities, from hi-fi and conversation, to games.

OPPOSITE, TOP

Bedroom features bitter green, cobalt blue and white color scheme, derived from Spanish rug from Clavos; window treatment consists of custom Roman shades with tassels, and panels of Far Eastern silk gauze curtains with "Anemone" pattern echoing colors of room; Solomon bamboo mirror, above Willow & Reed chest of drawers.

A Touch of Versailles

OPPOSITE, BOTTOM

Spanish blue of bedroom color scheme is reiterated in Clavos fringe edging on Jofa white quilted chintz bedspreads; Tropi-Cal rattan headboard, table and benches are finished in bitter green, walls are painted white and flooring is white vinyl tile.

Florida Pavilion

The pavilion created by interior designer Ben T. Olsen II, N.S.I.D. was remodeled from a house in Coconut Grove nestled in heavy tropical planting, bringing to mind the delightful and eminently livable houses of Bermuda and featuring, besides the living area of the house, three separate outdoor areas: patio, Roman garden and swimming pool. The living room follows precepts of design in the French tradition, with furniture principally of Louis XVI design enhanced by modern upholstered chairs and sofas, antique marble mantle, Venetian mirror and crystal lighting fixtures, and an Oriental rug. The dining room formerly quite dark, had this undesirable quality corrected by the removal of two windows in a wall and the substitution of an aviary built outside for viewing as a conversation piece while dining. The serene quality of the room is abetted by a cool tile floor and folding louver shutters. The stone-paved patio is entirely enclosed and is fitted with a specially designed screened roof, making it livable in all weathers; from an arched picture window let into a wall there is afforded a pleasing vista through the Roman garden and, beyond, the swimming pool area with painted metal furniture set out on a paved terrace planned amidst tropical vegetation and providing a most livable and picturesque effect.

Little house for outdoor barbecues and dressing after a swim, set amidst tropical vegetation, brings to mind sun-drenched houses of Bermuda; stone-paved terrace surrounding pool accommodates Molla metal furniture fitted with dark blue cushions; foam rubber mattress for sunning, from Foam Rubber Center, has yellow canvas throw bordered with white fringe, pillows are yellow striped fabric, by Biscayne Awning Co.

Verne O. Williams

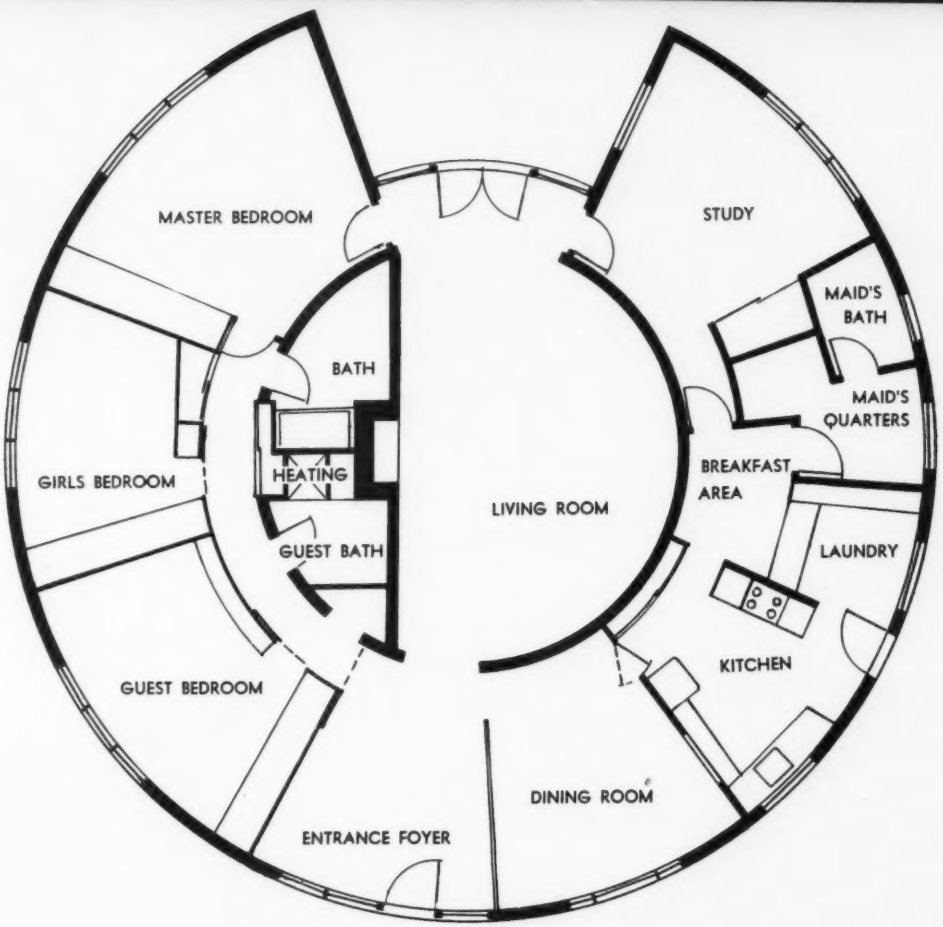
Living room is painted cool off-white, complementing terra cotta tile floor and antique Chinese rug, in dark blue, orange and yellow, background for Continental Craftsmen furniture and curtains of Thorp silks repeating these colors; tables by Niccolini, accessories from David Weiss; crystal lighting fixtures from Charles J. Winston; antique marble mantel from Ye Olde Mantel Shoppe holds Sèvres coffer once owned by Napoleon.

Dining room is kept sparsely furnished to concentrate interest on planting and outside aviary behind Tropical shutters painted white to match walls and ceiling; floor is contrasting terra cotta tiles, background for Niccolini antique orange trees, amethyst and crystal chandelier and painted furniture, upholstered in Thorp off-white cotton damask, the table with antique marble top.

Enclosed patio with specially designed screen roof and floor of quarried Key stone by Alexander Orr Stone Co. is background for Molla metal furniture painted white and fitted with dark blue cushions, the tables with white marble tops; arched window overlooks illuminated lily pool, toward swimming pool and outdoor barbecue area beyond.

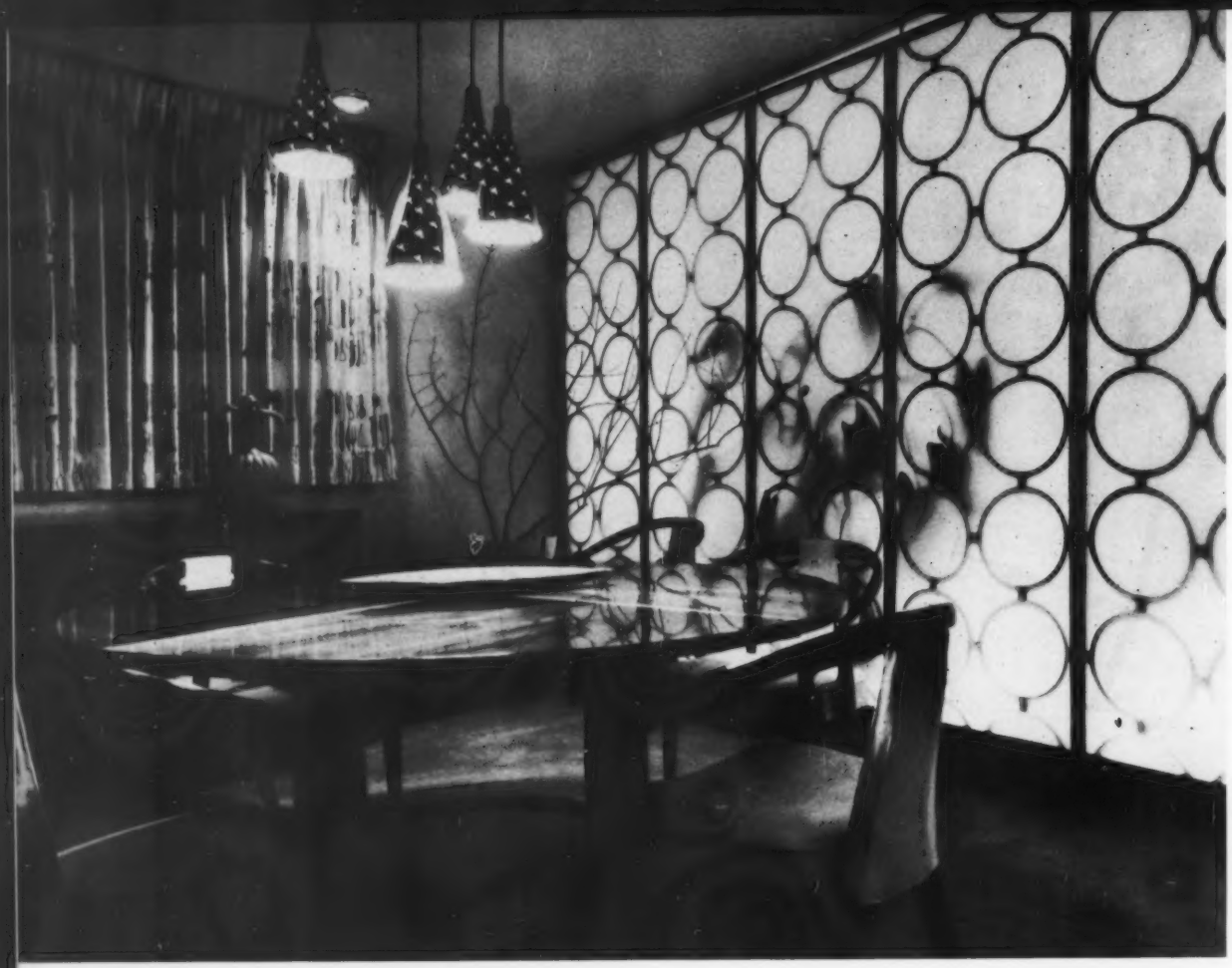
Living in the Round

Several years ago when interior designer Edward M. Holbrook, A.I.D., announced his plans to build a circular house, his friends retorted with the usual jokes about "being cornered in the round house". Upon seeing it after completion, however, their reaction was one of surprise, for they found it had an unusual feeling of "hominess" as well as a certain mystical quality. In deciding to build such a house, designer Holbrook was not trying to be different from his neighbors: after making comparisons, he discovered it would actually cost less to build a circular house than a conventional one. Furthermore, he envisioned a number of interesting interior treatments and a pleasing continuity from room to room not otherwise possible. Located on the outskirts of Norfolk, Va., the house has an exterior construction of cinder block with applied stucco painted light beige and trimmed in dark green. The diameter is 60 feet, the highest point of the roof 14 feet, the outer ring 8 feet. Since the curve of the interiors is very gentle, no special furniture was required. In addition to running his own interior design firm for the past 16 years, Mr. Holbrook also operates a custom cabinet shop with a staff of approximately 15, and all furniture for the house was made there under his direction. All walls from the dining room through the master bedroom have built-in storage space, and these were also made in the Holbrook cabinet shop and installed after the house was built. Surfaces in each room provide a pleasing contrast: two walls of wood or texture and one of plaster. All window sills are of walnut Formica. The interior layout offers not only an overall continuity but is also geared to the Holbrooks' needs: for entertaining large groups, for example, the foyer and study can be used for an overflow from the living room; and if guests get restless, they can proceed through the other rooms and return full circle to the point from which they started.



Living room, below and opposite page, features off-white walls in contrast to walnut paneling around limestone fireplace; Barwick nylon carpet is burnt orange, curtains are mustard yellow, the sofa is upholstered in a dark gray texture, and chairs alternate plain turquoise with gray, black and white plaid; round table has top of walnut plastic with Persian tray inserted in the center; foyer, seen in photograph below, can be used for overflow of guests, has white vinyl tile floor with ¾" walnut plank inserts; all furniture was designed by Mr. Holbrook and made in his cabinet shop.

Edward W. Fariss

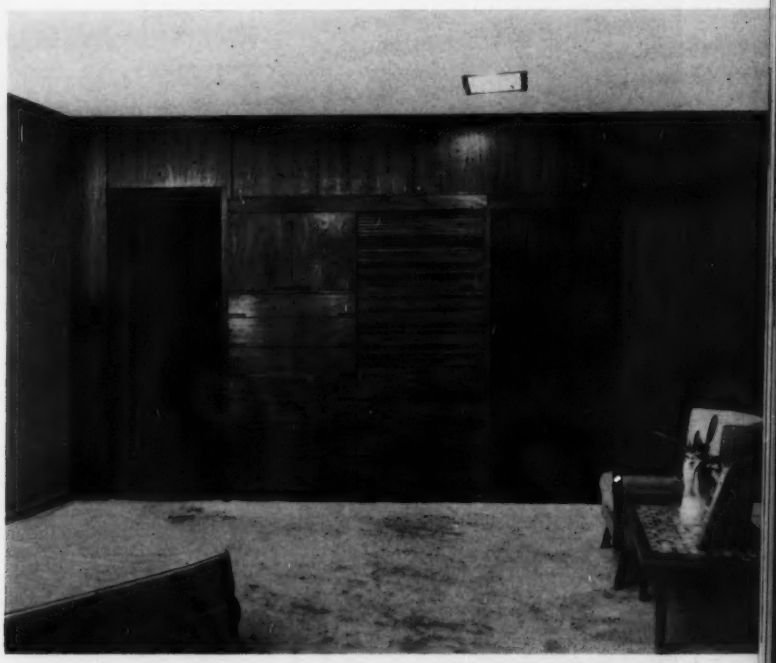


Circular dining room table has polyester resin finish on walnut, burnt orange carpet is continued from living room, and curtains feature dark blue print on white, the dark blue repeated on the frame of the Polyplastex screen; walls are covered in bamboo pattern vinyl, chairs in mustard yellow.

← *Samara wood cabinets with a bluish rubbed finish blend with turquoise appliances and vinyl tile flooring in the kitchen and adjoining dinette.*

Master bedroom features walnut storage walls with sliding doors, drawers and tambour door; painted walls and bedspreads are blue, carpeting is white nylon, and the upholstered chair is in burnt orange.

Detail view of master bedroom storage walls shows recessed drawer pulls and tambour door; doors in corridor beyond are covered in bamboo vinyl.



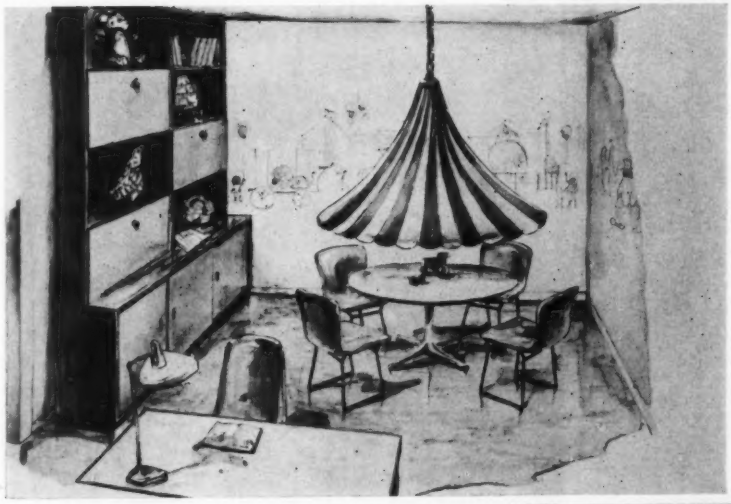
← In guest bedroom, paneled wall and bookcases are of oak in a dark gray finish, carpet and bedspreads are mustard yellow, and painted surfaces are copper tone; blue accents appear in burlap background of Jo Mead Aztec plaques above beds.

Family Fallout Shelter

To show that a fallout shelter need not be a dim and fearsome hideout nor an area unused except for emergency, the National Housing Center in Washington, D. C., recently exhibited an actual-size "Family Fallout Shelter" designed as a dual-purpose room. The brick structure was erected by the Structural Clay Products Institute, the national trade association of brick and tile manufacturers, in cooperation with the Office of Civil and Defense Mobilization. Interior furnishings were selected by David Feldman, A.I.D., who also created six alternate designs to suggest everyday uses of the shelter. Unlike the fallout shelter created by the American Institute of Decorators in which all survival equipment was included (see INTERIOR DESIGN, January 1960), the National Housing Center shelter complies structurally with O.C.D.M. regulations but is not furnished for its emergency role. Necessary equipment can be kept near at hand and carried inside the shelter before fallout reaches danger levels. In this way, the room presents a less awesome aspect and assumes the role of an extra area in the house. The project has been initiated to encourage more Americans to incorporate a shelter in their homes, and the Structural Clay Products Institute will aid home shows and other local organizations to place such shelters on display throughout the United States. The plan calls for the donation or loan of construction materials, and in most cases, labor to construct the demonstration units will be supplied at no cost by cooperating local chapters of the Mason Contractors Association of America and locals of the Bricklayers, Masons and Plasterers' International Union.

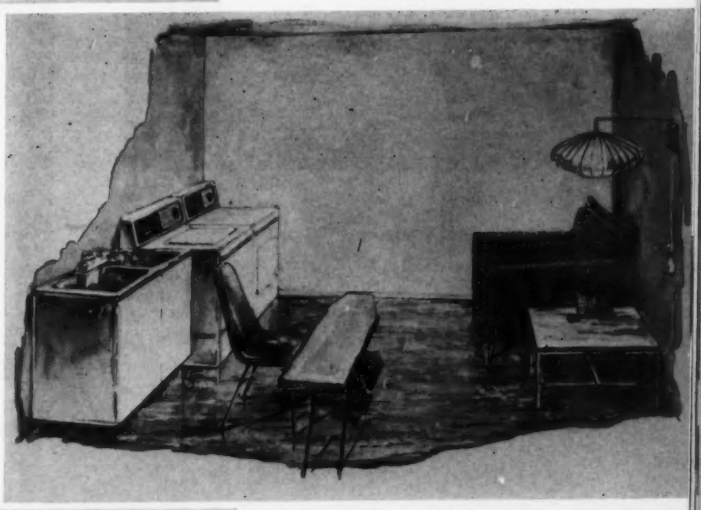
Governor Leo A. Hoegh, Director of the Office of Civil and Defense Mobilization, suggests in a relaxed pose that a shelter can be used as an every-day room in the home; construction is of clay masonry and furnishings were selected by David Feldman, A.I.D.; survival equipment can be carried into the shelter before fallout reaches danger levels.

A guest room to sleep two is another every-day use for an area created as a fallout shelter: built-in bolsters with upholstered, hinged fronts afford blanket and pillow storage space.



A colorful children's playroom is one of the decorative ideas offered by David Feldman, A.I.D., for creating a fallout shelter that serves a double purpose: the tent-like canopy conceals lighting and reiterates circus theme of the mural.

A general utility room with washing machine and dryer is probably the most generally used for a basement fallout shelter; a sewing area is also provided by the lamp, chair and table.



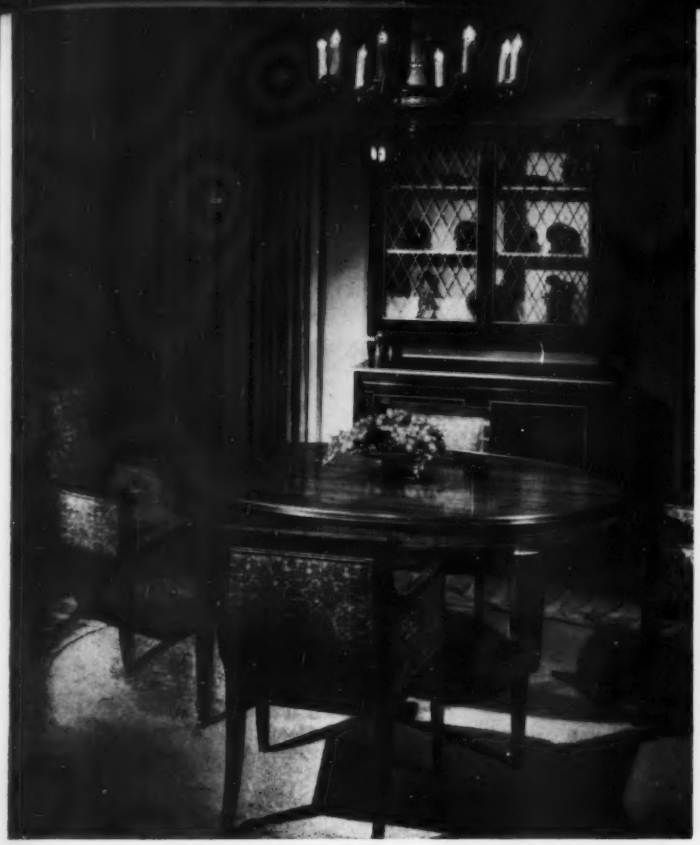
For the music lover who wants to concentrate on listening, a fallout shelter could serve as an excellent hi-fi room—without fear of disturbing the neighbors.

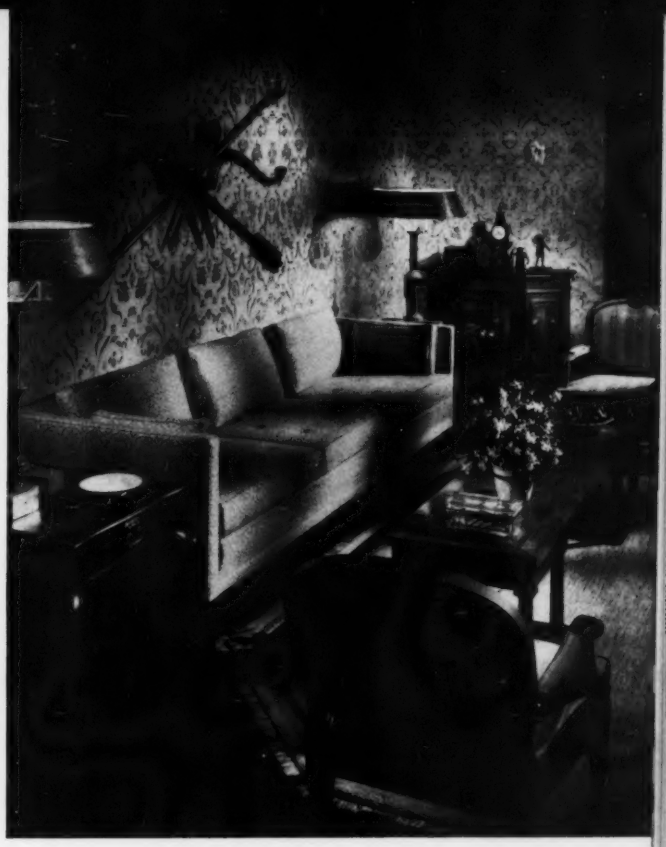
Mid-year Markets

Part I

Bodart Furniture Co.

Unusual slant-front desk was reproduced from an original; the back is finished so that the desk can be used away from the wall. The tall slender writing desk in Louis XV styling is enhanced by a bonnet top.



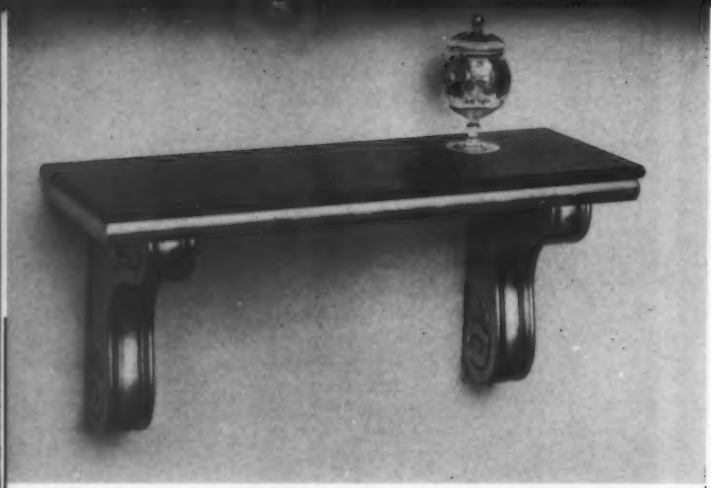


Baker Furniture, Inc.

Baker has introduced 75 new models including three dining room groupings: the oval table shown here is of figured European walnut from Greece with a brass rim made by Stembridge; chairs are of Viennese origin and come in two heights; commode with hutch top is in a textured black paint finish with contrasting painted interior. New pieces for the living room include a 97″ sofa, 72″ cocktail table, and painted armchairs.

Valley Upholstery Corp.

Armchair and ottoman with walnut frames from new collection of 80 upholstered pieces designed by Norman MacGregor; cushioning is of Dacron Fiberfil over foam padding or a combination of foam rubber and down.



Kray Kraft

Wall console from collection in various sizes, styles and finishes features gold leaf carved brackets, rose marbleized wood top, gold leaf apron, 12″ x 36″; by Kay Hanger, A.I.D.

←Dux

New three-drawer cabinet features hinged panel that swings down to become a writing surface; wood is walnut or teak in oil finish, measurements are 38″ x 18½″ x 43½″ high.

Erwin-Lambeth

Attractive new square table-bench has flip top with leather seat on one side; designed by Barney Flagg, A.I.D., I.D.I.

Selig Mfg. Co.

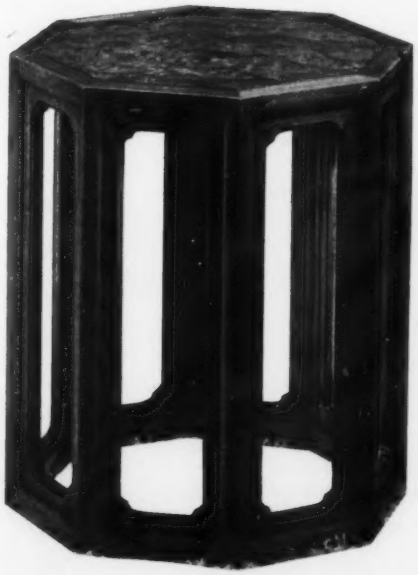
Large-scale wing chair from Selig's Imperial line spells comfort in the backward slope of the seating unit of foam rubber over coil spring construction on a walnut cradle.

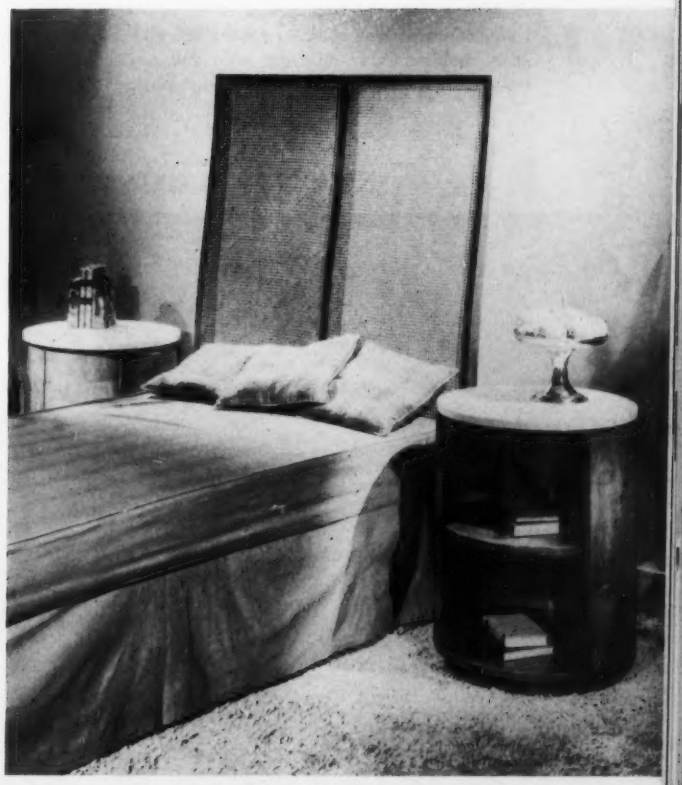
John Widdicomb Co.

Breakfront in 18th century styling is from new 60-piece "American Classics" collection; wood is European walnut and cherry, interior is painted and measurements are 75″ long, 86″ high. New introductions to firm's Italian group include a 75″ dresser of cherry and figured walnut, and paneled headboard with interesting detailing.

Widdicomb-Mueller Furniture Co.

Octagonal occasional table from new group of accent pieces is of solid mahogany with overlay panels of figured acacia burl on the top. Cane-paneled headboard was designed by Albert Herbert, is shown with revolving night stand of acacia wood with white marble.





Continental Metal Furniture Co.

Dante chair combines black wrought iron and brass, features velvet upholstery; other new additions include four headboards of steel or aluminum, tables and a pedestal table; in Chicago at M. D. Barr, Exhibitors Building.

Barnard & Simonds Co.

Upholstered leather chair of mahogany with brass molding inlay on front, side and top rails; available in rubber or down cushion.

Stembridge Manufacturing Co.

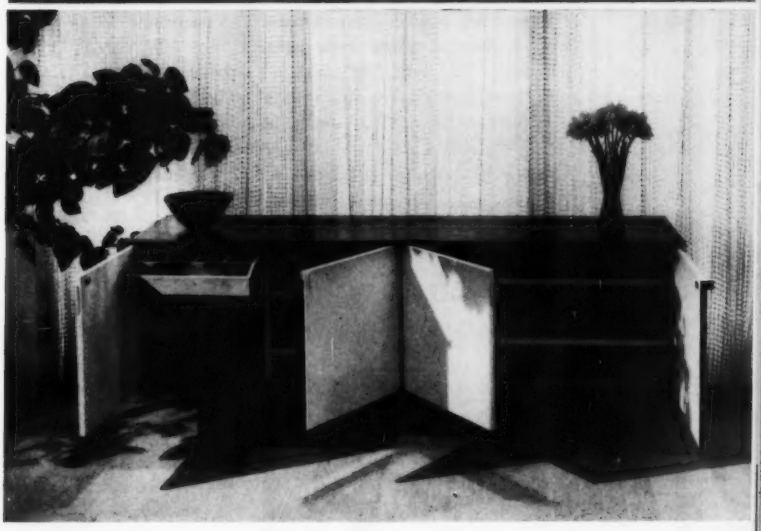
Representative of the results of teamwork between Baker and its Stembridge division are this round table with top of French walnut and brass base, and a chair employing highly polished stainless steel.

Romweber

From new "Ronda" collection designed by Robert W. Fuldner, this buffet is of walnut with olive veneers; interior includes three drawers and section for silver trays; dimensions are 74″ x 20″ x 34″ high.

Knoll Associates, Inc.

New sideboard designed by Florence Knoll features case of walnut veneer with oil finish, four doors in off-white lacquer with satin aluminum pulls, solid walnut base; dimensions are 75⅜″ wide, 18″ deep, 29″ high.



Johnson Furniture Co.

From 20 new "Forward Trend" designs by Bert England, the double dresser, left, is of walnut with teakwood mosaic doors, 76″ wide, 19″ deep, 32″ high; long cabinet below is new addition to "Custom Arrangements" collection by Renzo Rutili who uses deeply sculptured, applied wood strips to form a Spanish geometric pattern.

Kittinger Company, Inc.

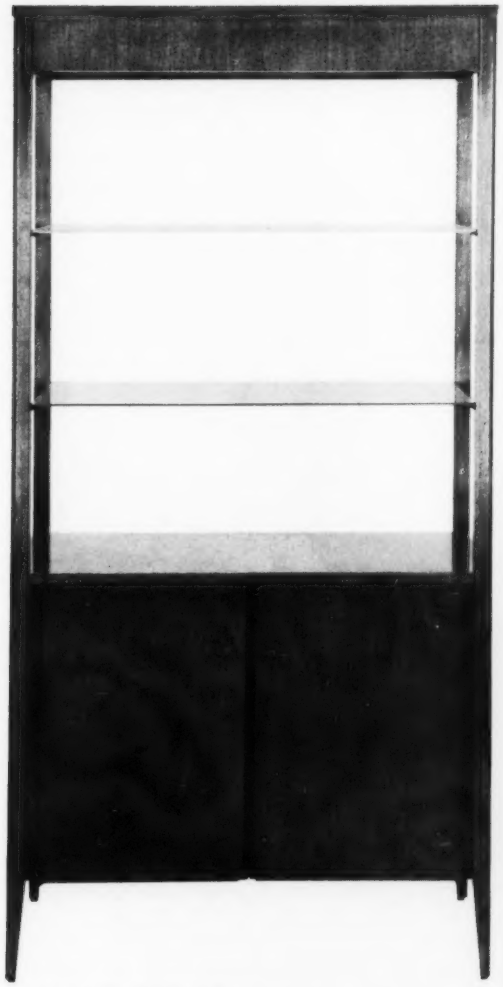
Mahogany desk features three-panel, tooled leather top, sliding writing panel on each end, pen tray in center drawer and partitions in other drawers; measurements are 30½″ high, 72″ long, 36″ wide; new occasional table is available 24″ square or 28″ x 18″ rectangular version; shelves are of cane with glass insert on top; handsome block front chest in mahogany reproduced from original.

Jens Risom Design, Inc.

Contemporary wing chair is available with three different bases: a three-legged base in brushed aluminum as shown, a wood base of natural walnut; and a T-base combining wood and metal.

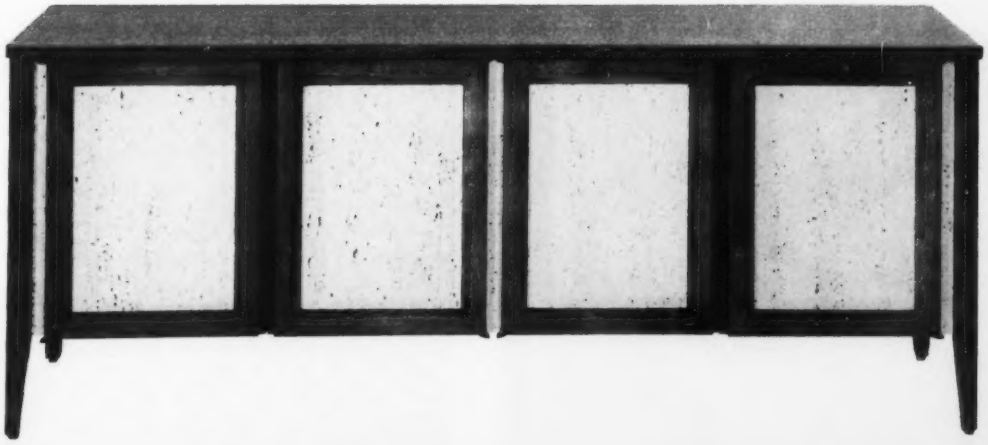
Dunbar

New "Uni-Chair" imported from Velco of Italy is a neatly tailored swivel model in leather with stainless steel quadruped support on black rubber ball casters; also in armless version with adjustable back.



Foster Mc-David of Tampa

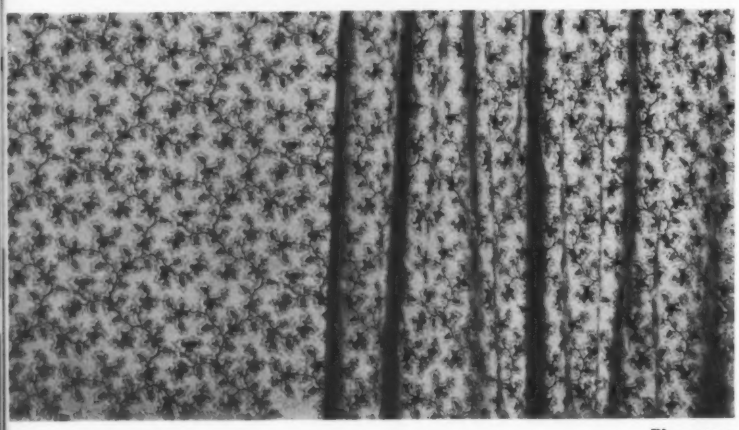
Extensive new "Intaglio" collection designed by Herbert Saiger, A.I.D., I.D.I., offers pieces for living room, bedroom and dining room: wood is mahogany accented by inlays of Amtico vinyl in blue-green "Stardust" or natural travertine; openings on cabinet pieces are recessed eliminating need for hardware; hutch cabinet features glass shelves and built-in illumination; door panels on cabinet below are reversible with vinyl on one side, plain wood on the other; armchair and round-top table feature circular insets of vinyl.



Market Spotlight

continued from page 73

Chariat Chinois



Fleurettes

Handscreened Fabrics

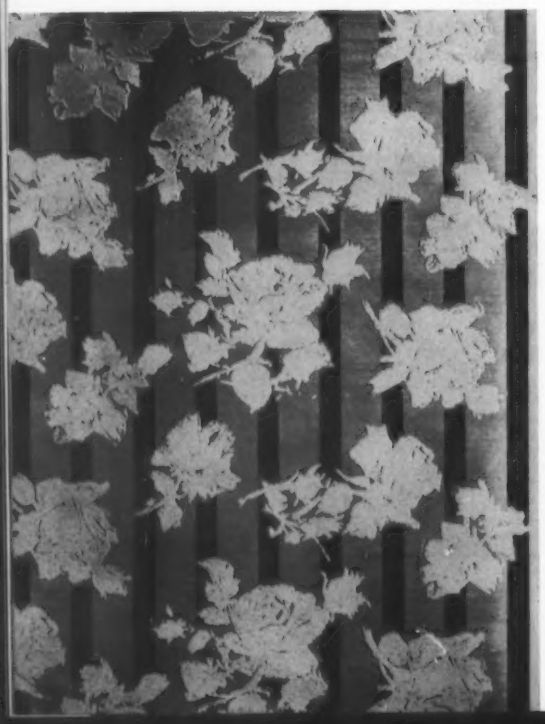
New printed fabrics derived from old documents found in France are on view at Brunschwig & Fils, Inc., 509 Madison Ave., New York. The designs have been given fresh interpretations in both color and design and can be used with formal as well as provincial furniture. Many have matching wallpapers. A Directoire multicolor toile on 48″ linen, is notable for its special color clarity. New glazed chintzes include 36″ *Fleurettes* drawn from an 18th-century block print in red, blue, orange and pink, red and black; and 19th-century *Chariat Chinois* has a dotted background in beige on cream, pumpkin on olive, beige or turquoise, beige on lacquer, and blue on pale blue.

Formal Elegance in Wallpapers

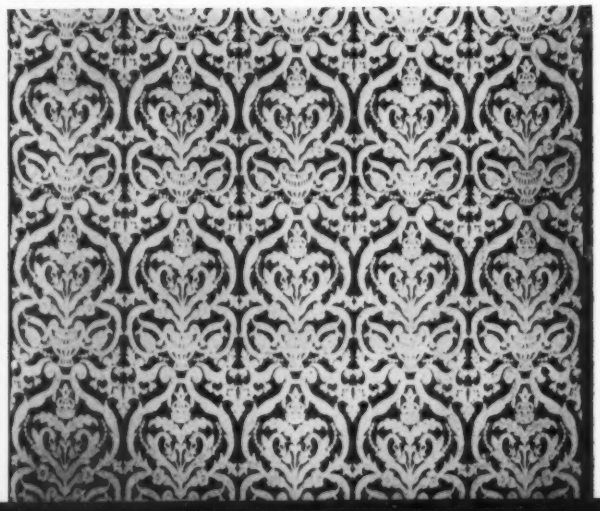
Danten Prints, a new wallpaper source at 65 East 54th Street, New York, stresses individuality in a premiere assortment of handprinted wallpapers and correlated fabrics. Styled for elegance, by Thom Neville, the collection highlights a series of special flocked and wood-block papers. They come in a range of colors and patterns including traditional, Early American and contemporary. Many of the wallpapers are washable; the matching fabrics come in a choice of grounds. In addition, the new firm's special order department offers any combination of colors or designs on any background. Illustrated *Roseraie* is a flock design of roses on stripes in lime green and silver gray with blue; *Embassy* is a formal pattern in white on royal blue, white on Victorian gold, Edwardian red on gold, and white on white.

Continued on page 126

Roseraie



Embassy



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Beaded Wallpaper

A three-dimensional crystal effect incorporated into a new hand-print process for wallpaper, called *Lusterlite*, is the exciting news at Concord Wallpaper Co., 150-19 12th Road, Whitestone, L.I., N. Y. The process gives the patterns an unusual appearance, similar to flocking,

yet entirely different with a gleaming crystaline elegance. *Lusterlite* wallpaper—with its luxurious shimmer and opalescence—varies under changing lights and must be seen to be fully appreciated for its decorative effect; other factors in its favor are that it is waterfast and washable, and very easy to hang when dry trimmed. The highly decorative crystaline process is applicable to many other of the firm's repeat designs, according to Victor Warner, president. The papers are made to order, of course, in subtle color combinations—or in white and gold on white, as in the *Louvain* pattern shown here, from the "Triomphe" collection.

Flowers and Plants

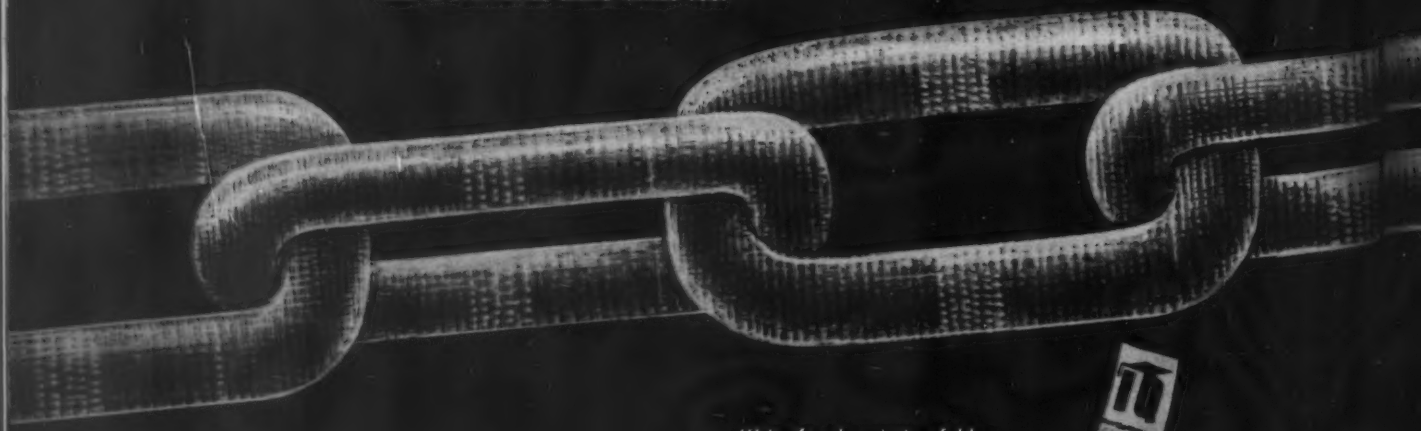
For artificial plants and flowers, consider the many arrangements at the new shop of Leanne Floral Interiors, 161 East 53rd Street, New York. Designed to specification, the plants are made directly on the premises, come in a variety of shapes and sizes ranging anywhere from a charming single bud-vase arrangement to a block long, indoor garden for the interior of a bank. The designs made of polyethylene, are permanent, easy to keep clean, sanitary, and best of all give a remarkably fresh appearance. In addition to trees, centerpieces, fruits and flowers, the firm also offers the choice of containers in many stylings.

Layout Kit for Offices

Expedite your office planning with a new compact layout kit introduced by Planoramics, Inc., 631 East First Street, Boston, Mass. The kit consists of a 20" x 50" plastic planning board with grid, a marking pencil, tape and representative symbols for every type of office furniture

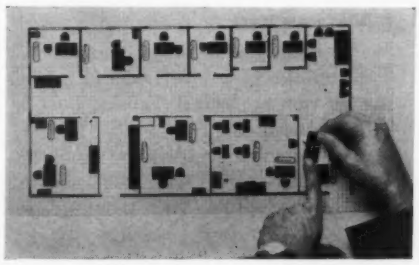
Synthetics FINISHING, the strongest

No matter which fabric you start with, the prestige of your business and the goodwill of your customer depends on the finish! There's no guesswork in finishing by SYNTHETICS . . . only functional application of the specific finish for the specific end-result you want, adding the last and vital link to your decorative chain! On your very next job, let us demonstrate—with a laboratory pre-test of your fabric—why the mounting trend to SYNTHETICS should include YOU!



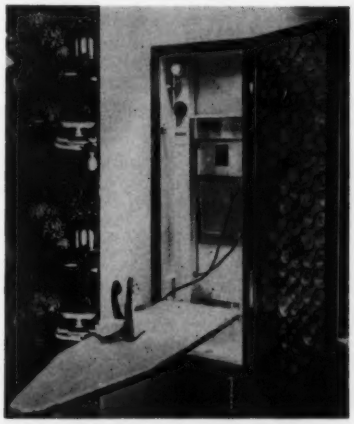
Write for descriptive folder
"HOW'S *YOUR* FABRIC I.Q.?"

and equipment (48 different size templates—over 1200 pieces in scale of 1/8" to the foot). The self-adhering vinyl symbols are placed on the translucent plastic grid board by hand. They adhere firmly until removed (with a flick of the finger) and can be reused indefinitely. There is no stickiness involved. A wipe with a dry cloth is the only cleaning needed. The kit is also available with grids scaled 1/4" to the foot, in either black or non-photographic blue, making photostatic reproduction possible. Descriptive literature with a free sample and directions for use are available.



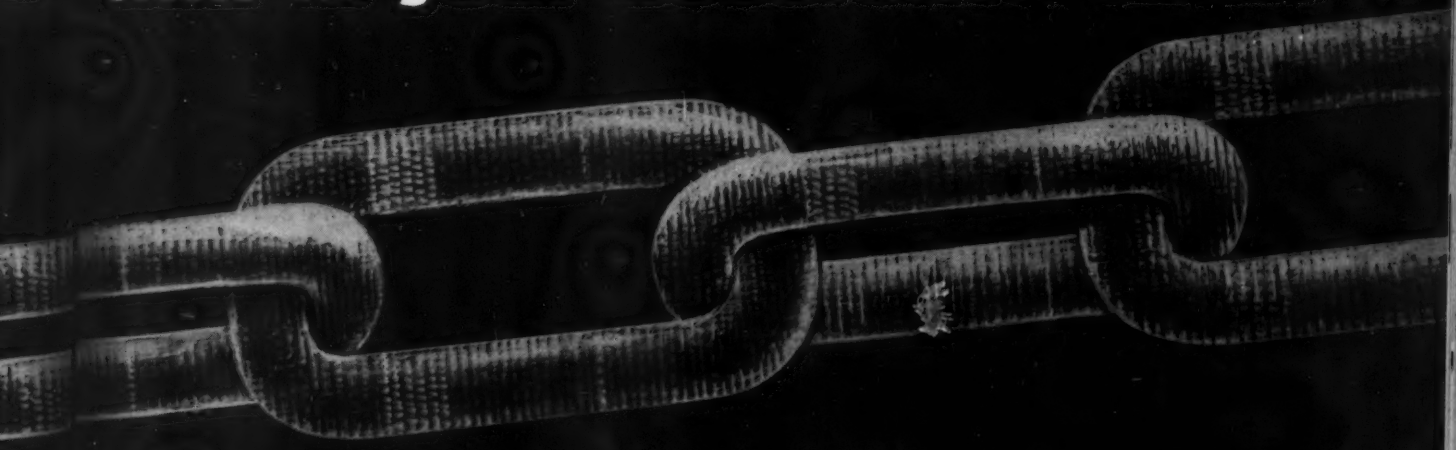
Iron-A-Way

One of the nicest surprises hotel management can offer guests, male as well as female, is the extra convenience of a pressing unit. The Iron-A-Way Co., Peoria, Illinois, manufactures a self-contained "handi-press" unit which comprises many practical and attractive features. The cabinet is fabricated of unfinished select woods with a birch door which can be finished to match the room decor, can be recessed or fastened onto a wall, contains a steel, fold-down ironing board with a flame resistant cover, and a General Electric steam and dry iron. The iron, with cord permanently attached to the metal raceway, is connected to a time switch that automatically disconnects the current at the end of a pre-set time period. In addition, an automatic door switch disconnects all current into the unit when the door is closed. As illustrated, the door front is of colorful Tropicel; other treatments include mirror, mosaic or mural. Write for a color brochure.



Continued on page 128

st link in your decorative chain



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ALL SYNTHETICS finishes receive the benefit of exclusive "SynFin" dimension control to insure retention of original width with little or no shrinkage in length!

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FINISHING CORP.
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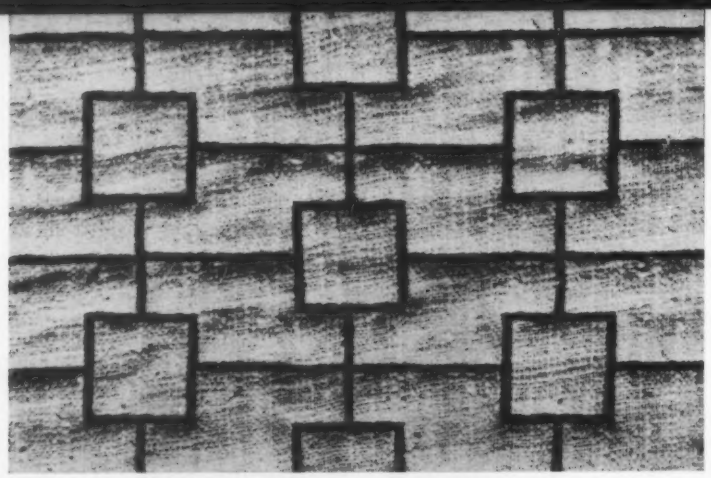


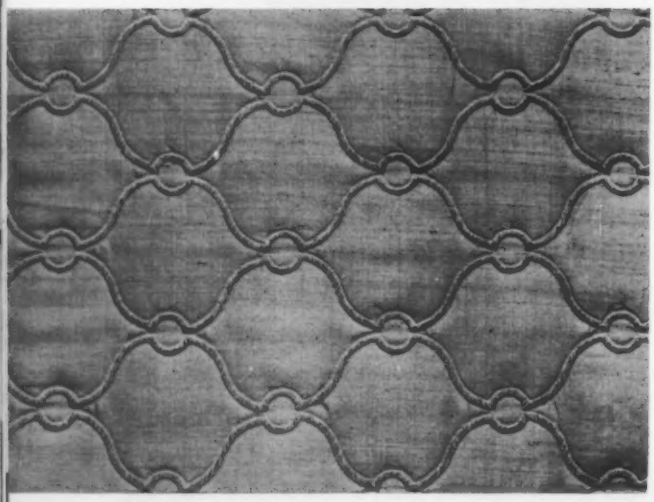
Market Spotlight

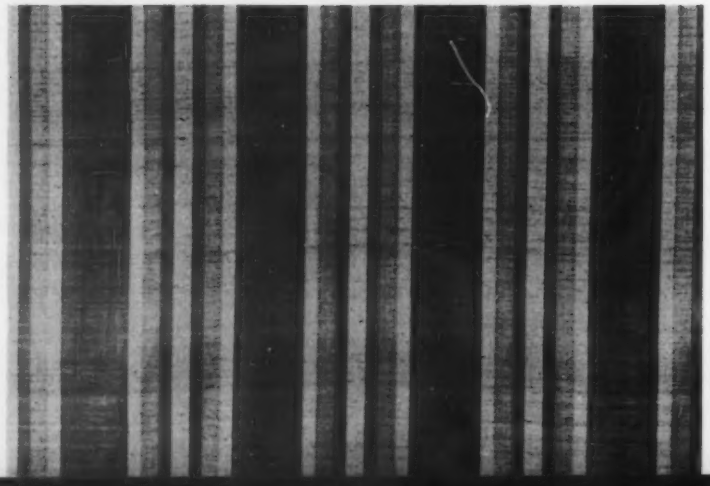
continued from page 127

Silks from Siam

A new collection of handwoven Siamese silk fabrics in a wide range of colors is on view at Thaibok Fabrics, Ltd., 3 East 52nd Street, New York. The new silks include a group of drapery weight, vertical stripes with a companion color heavy-textured silk suitable for upholstery. There are also introduced at this time two designs of Schiffli embroidered quilting in a choice of three fabrics: linen, silk, and a cotton and silk combination. The unquilted matching fabric is also available. And featured in Thaibok's print collection is the new *Butterfly and Poppy*, illustrated, on linen on pastel grounds.

Continued on page 131





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Grant's Golden Closet Rod is the most exciting new product of its type ever designed ■ It enables decorators to turn their attention to one of the most forgotten areas — with truly dramatic results ■ Gold anodized aluminum track and smart, black nylon "snap-in" carriers make Grant's Golden Closet Rod a striking departure in function, durability and appearance ■ We think you (and your clients) will be extremely pleased with this new standard of closet beauty and convenience ■ Why not write for complete details?

Scalamandrè Museum of Textiles

Until mid-October there will be on exhibition at the Scalamandrè Museum of Textiles, 57 East 57th Street, New York, a display of wallpapers combined with textiles, called "Correlation of Wallpapers and Textiles." Printed cottons, linens and silks are hung, in justaposition, with wallpapers of the same patterns; there are also lustrous silk textiles consisting of woven designs, taffetas, satins,

stripes and plaids in contrasting harmonious colors that blend with and enhance the wallpapers. A number of the papers are silk-screen printed on shiki silks imported from the Orient. Another classification of interest is the assembly of scenic papers depicting stylized romantic classic ruins in the manner of Piranesi and Pannini. There are also panels of contemporary floral patterns, several printed on grasscloth that contribute interesting texture. Virtually all the categories of the decorative periods, ranging from the Italian Renaissance through the French 18th century to modern, are included in this stimulating display. The Scalamandrè Museum of Textiles is open from 9:00 a.m. to 5:00 p.m. Mondays through Fridays.

The American City in Exhibition

The Old Print Center of Phyllis Lucas, 161 East 52nd Street, New York, is currently featuring an exhibition of "Old Views of American Cities." Hours are from 9:30 to 6, Monday through Friday.

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OPENING NEW DECORATING HORIZONS

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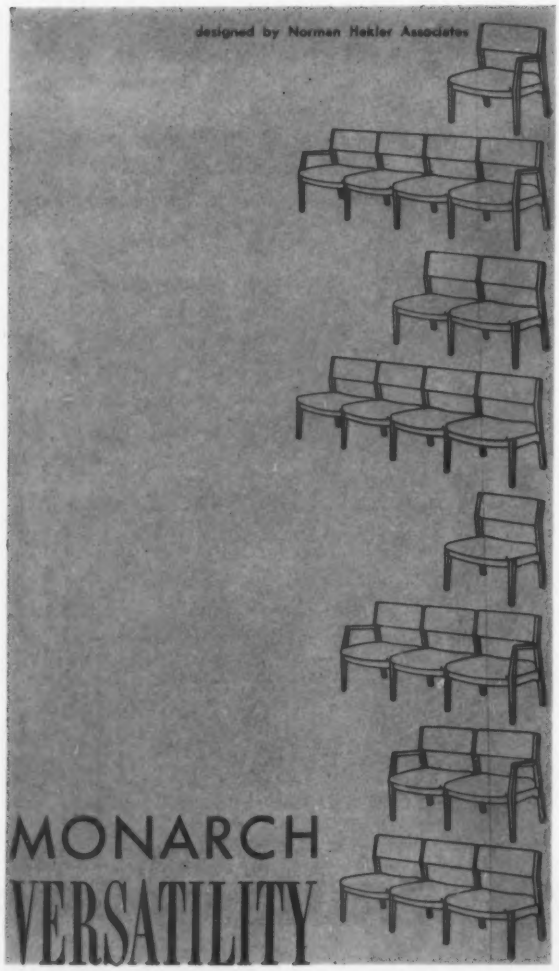

. . . a solution to problems in office seating. Functional designs, attractive yet economical, are available in a wide range of coverings, with popular wood finishes on solid walnut or finished to specifications. For more information or other ideas in office seating . . . *LOOK TO THE LION* . . . symbol of superiority.

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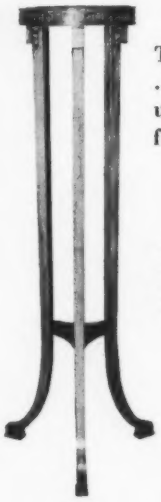

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Available in gold or silver metal leaf, painted or custom wood finishes.
Top 11" diameter
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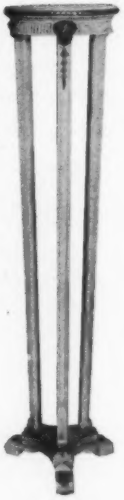

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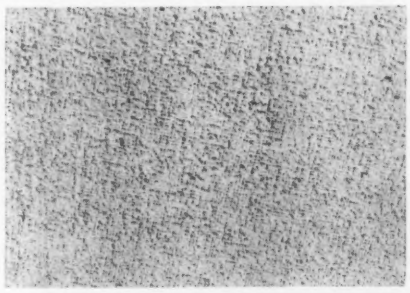
WRITE FOR YOUR NEAREST DISTRIBUTOR

Rubber Pile Carpet

United States Rubber Co., 1230 Avenue of the Americas, New York, has developed a new vinyl carpet called U. S. Royal for use both outdoors and indoors, in motels, hotels, restaurants, beach clubs and homes. The carpet is made in eight sunfast colors: red, white, rose beige, turquoise, apricot, green, charcoal and gold, it is weather-



proof, mildewproof, markproof and fire-resistant. In addition, it won't water spot and is said to be impervious to dampness, mold, moths and vermin. And, when it becomes dirty, it can be washed with soap and water, a detergent, a rug shampoo or vacuum cleaned. Also, the resilient carpet can be installed on, above, or below grade, directly on most types of flooring. Only over asphalt tile, lacquered surfaces or linoleum is a lining felt or similar barrier recommended between vinyl car-

Continued on page 135

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...exclusive New York showroom for the **GLENN OF CALIFORNIA** collection...embracing more than 300 superb pieces of contemporary furniture.

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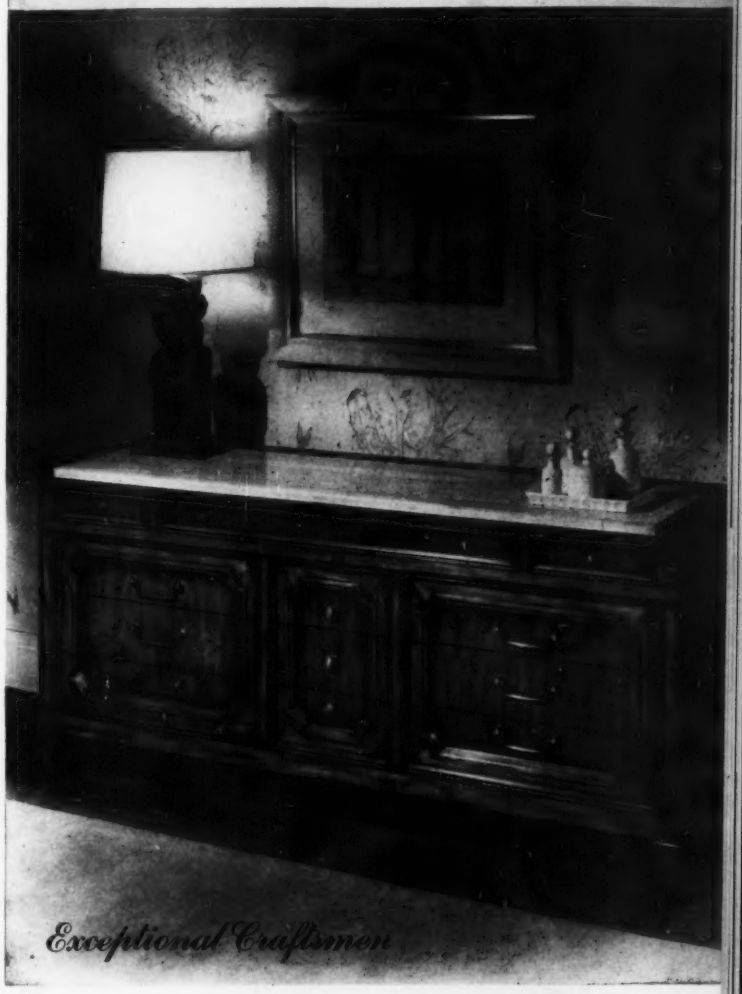

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Glorious, deep piled, handmade shag rugs in natural white and natural grey for immediate delivery.

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NORMAN PERRY, INC.
PLYMOUTH — NEW HAMPSHIRE
CATALOGUE AVAILABLE
No. 211 Baroque Urn

MARKET SPOTLIGHT, *continued from page 133*

pet and flooring, if there is a need to protect the appearance of the old surface. Because it is slip resistant, colorful, and soft underfoot, it is being installed in beach clubs, around pools and in patios. U. S. Royal Vinyl Carpet is produced in the Mishawaka, Ind., plant of the United States Rubber Co., and is available in leading flooring showrooms.

Strata Hush Tone

The Celotex Corporation, 120 South LaSalle Street, Chicago 3, has introduced a new acoustical ceiling tile called "Strata Hush Tone", which has the purpose of quieting and enlarging a room both physically and visually. Physically, Strata Hush Tone absorbs up to 75 percent of the sound striking it, eliminating the feeling of closeness caused by high noise levels in small rooms. Visually, the tiles are designed to enlarge a room by means of a gentle, flowing pattern which could have occurred in nature. The pattern is produced by "micro-drilling" nearly 1,800 small and large holes in each square foot of tile; a double coat of durable white vinyl-base paint reflects up to 90 percent of the light striking the tile. Miniature perforations are grouped in varying total masses to create an effect of depth, while the directional texture assists in broadening and enlarging a room depending on which direction the undulating pattern is installed.

FAIRMOUNT REPLICAS

BARTON
Copy of a British original with ebony inlay. (51" long)

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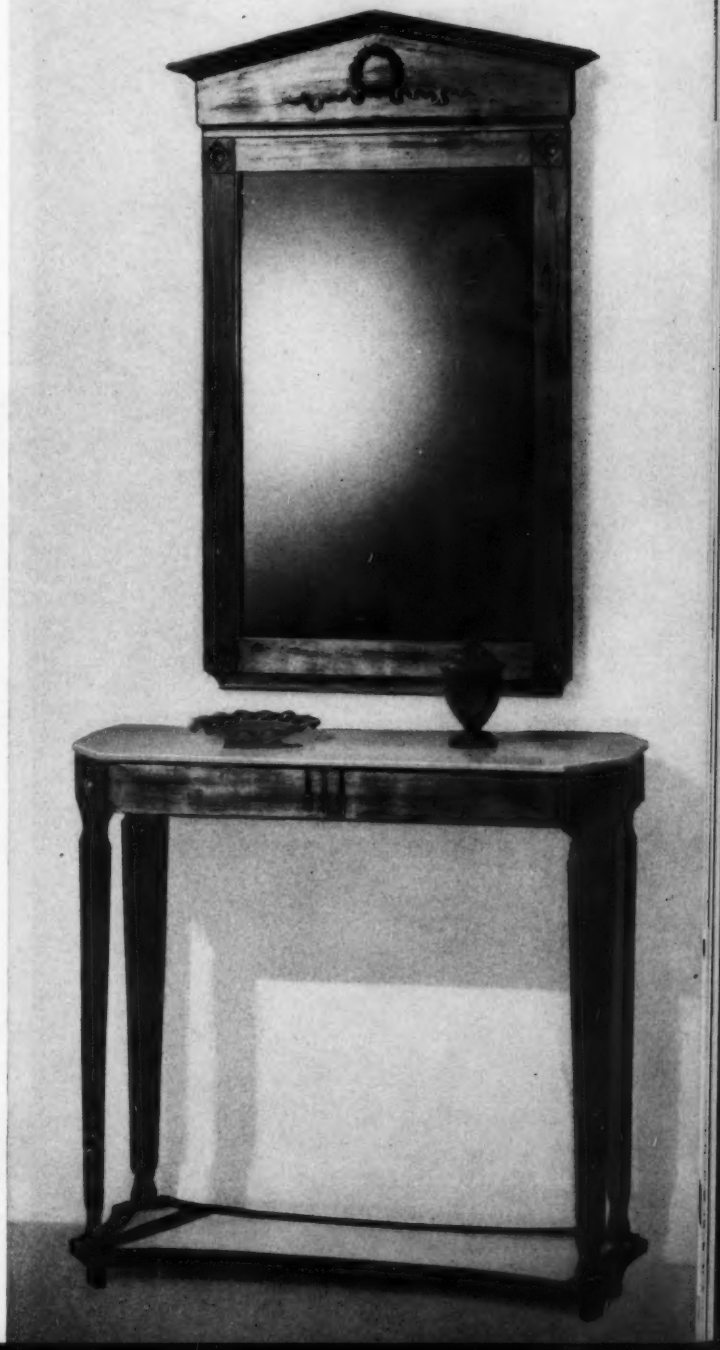

Inlaid Pernige Marble Mirror

Fine Mirrors

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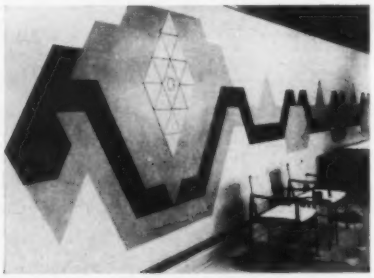
New catalog available

Color-Cork Mural

A feature of the new Color-Cork showroom at 501 Madison Avenue, New York, is an abstract mural design created by Robert Cousins using 16 colors of Color-Cork in various sizes and shapes. The wall display illustrates the versatility of the material which comes in both rolls and



squares making it suitable as floor or wall material. The rolls can be ordered in widths up to 78 inches and lengths up to 90 feet, the tiles in various sizes and shapes, from 6 inch squares up. A color card of actual samples is available upon request from Gotham Materials, Inc., New Rochelle, N. Y.

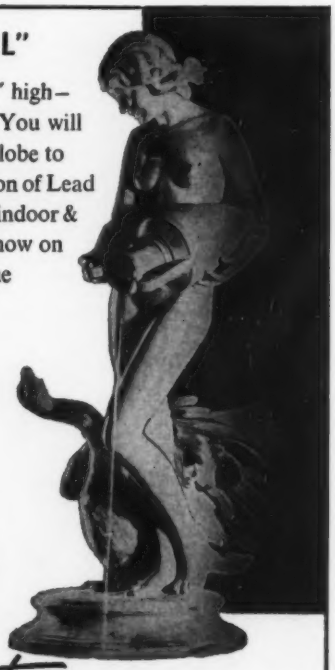
Maps of the World

Easy-to-read, decorative world maps, designed to be hung on the wall, are introduced by the American Map Company, 3 West 61st Street, New York. The maps are printed

Continued on page 139

"GOOSE GIRL"

By C. S. Paolo—42" high—piped for fountain. You will have to travel the Globe to find a better collection of Lead Statues, Fountains, indoor & outdoor furniture—now on display in one of the country's largest showrooms.



Ask your dealer, Decorator or write direct.

(Catalogue H-60 on request)

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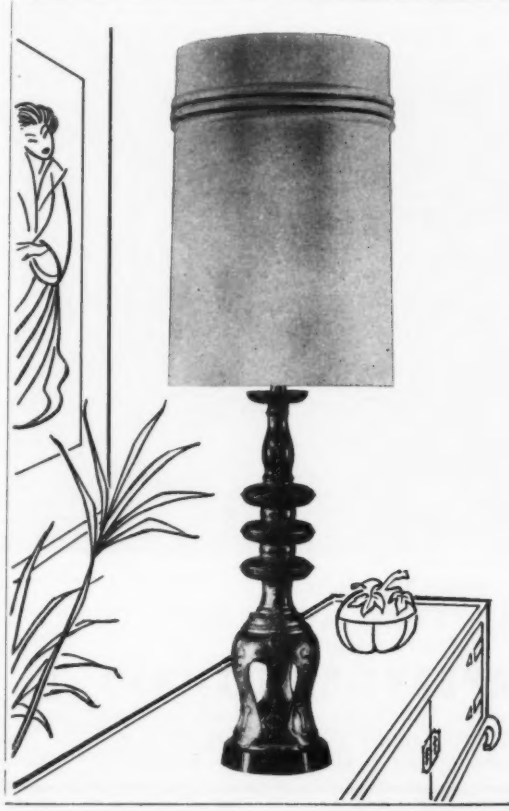

Live with Elegance

Ceramic version of an Imperial Candlestick, glazed in blended colors of gunmetal and pearlized blue, with metallic gold highlights.

Buff antique satin shade trimmed to subtly conform with base in style and color.

Lucia Arkin

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AUGUST BUSH BY NORMAN WARSINSKE, JR., SCULPTOR. Photograph: Warren Samuel

where first impressions are important... at THE DORADO BEACH HOTEL

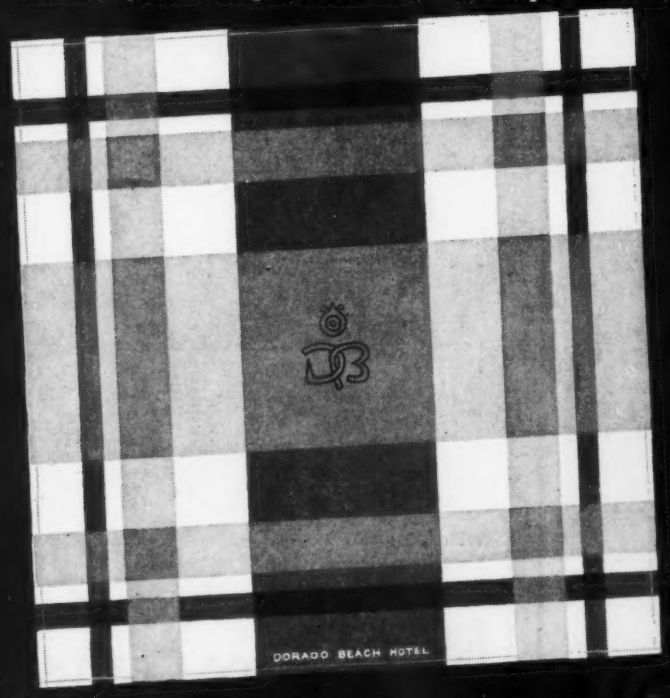

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TABLE LINENS

in yarn dyed colors . . .
were specially designed
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Discriminating diners respond to decor. America's leading decorators know that only vat dyed yarns can produce brilliant, permanent colors and intricate patterns. Only a yarn dyed fabric—such as Hardy uses in all Hardy Craft cotton damask table napery—can allow free expression of design and color combinations to meet every specific requirement.

We welcome the opportunity of working with you.

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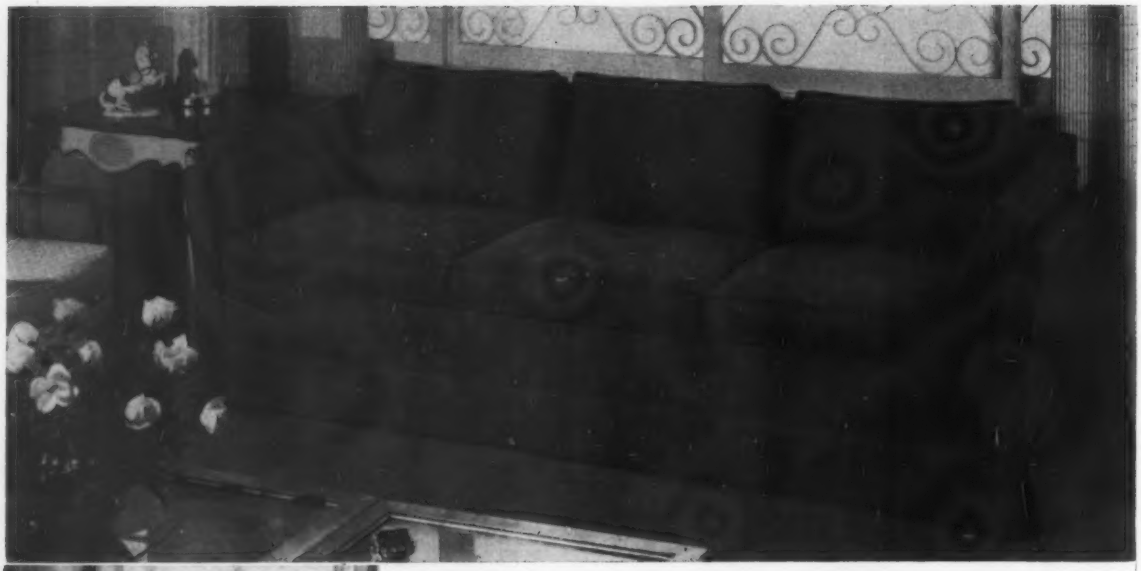

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Black Lamp Table
with raised lacquer decoration.
Copy of a rare original.

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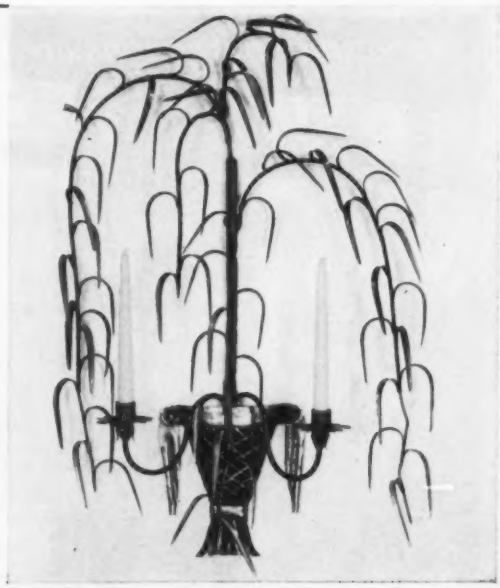

Willow Sconce . . . with green leaves and smart black & gold urn, all in hand-wrought iron. #7002 — 34" x 22".

Write for 44-page illustrated catalog "AA"

Decorative Crafts, Inc.

225 Fifth Avenue New York 10, N. Y. MU 5-3553

MARKET SPOTLIGHT, *continued from page 136*

in full color on heavy offset stock, in waterproof lithographic inks to illustrate clearly boundaries, names, rivers, mountains, time zones and other pertinent information. They come in three sizes: *Mural,* 112″ wide x 69″ high; *Master,* 86″ wide x 54″ high, and *Mid-Century,* 64″ wide x 42″ high. The maps are easily applied with any conventional wallpaper adhesive and are perfect for the child's room, den or public room. Prices and color circulars containing full information are available by writing directly to the firm.

Showroom Space in Pittsburgh

One of the best locations in Pittsburgh for showroom purposes is the building at 100 Ross Street, a brick, 2-story structure with 10,000 square feet per floor. Located at the south end of the Golden Triangle, the hub of Pittsburgh's business district, the building has parking facilities on three sides. One of the present occupants is the Hende-Jon Furniture Showrooms, distributors of Herman Miller and Directional. John Schurko, president of Hende-Jon, is also a registered architect who can provide professional services for any firm interested in developing showroom space which is being offered at the nominal rent of $1.00 per square foot in the hope of getting quality manufacturers to exhibit their goods in this area, the seventh largest in the country.

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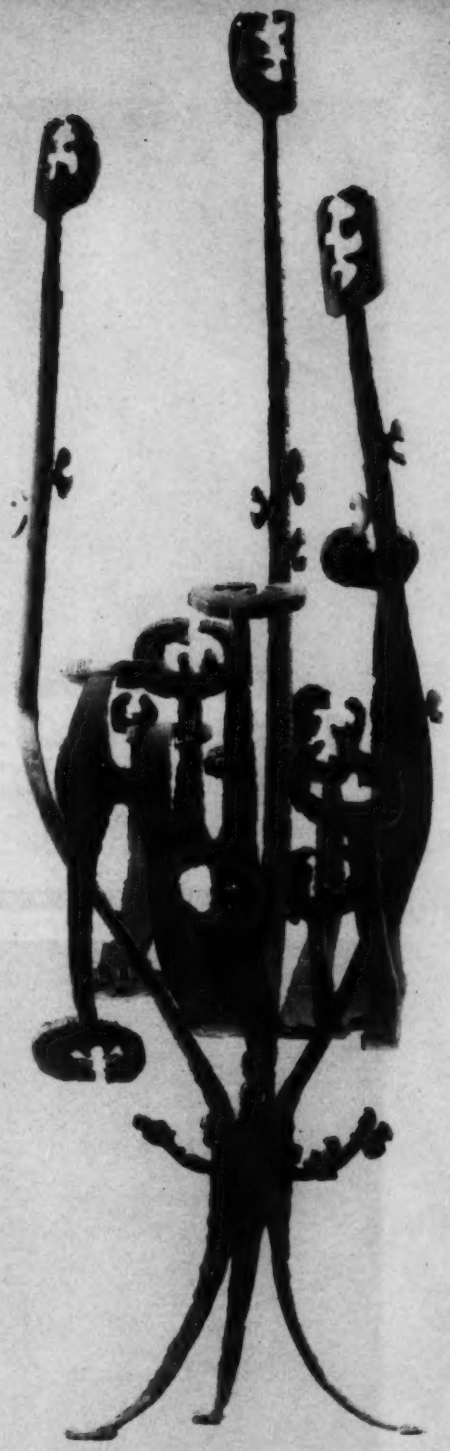

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new Burrell Galleries, Madison Avenue, corner 75th Street, New York. The paintings are varied in both theme and technique reflecting highly individualistic temperaments: expressionistic, abstract, realistic and primitive. Subject matter includes industrial and street scenes, pastorals, seascapes, portraits and still lifes. Illustrated is *Village in the Mancha*, by H. J. Mengels, a modern impressionistic rendering of pattern arrangement, color massing and delineation of perspective. The firm cordially invites interior designers and their clients.

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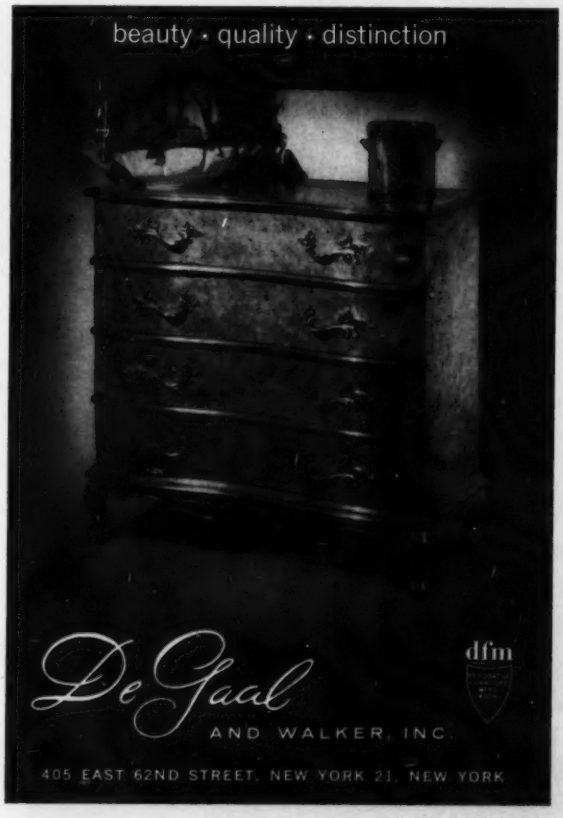

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N.S.I.D. News

Outstanding display in the recent Second Annual Decorators and Homefurnishings Show at the San Francisco Civic Auditorium, sponsored by the N.S.I.D., was the setting of a modern living room designed by Chris Marconi, of Robert E. Sylva, Inc., which incorporated Andrew furniture and parquet floors, S. Harris fabrics, Van Luit

wallpaper and Bandelier grille room divider. Another feature in the Show was the Antique Pavilion with its display of over a million dollars worth of antiques and unusual *objects d'art*, many shown to the public for the first time. The Show set a new attendance record.

* * *

Michael Greer, who recently completed two terms of office as President of the N.S.I.D., has been elevated to the post of Chairman of the Board of Directors, with citation, and given an Honorary Life Membership in the National Society of Interior Designers.

* * *

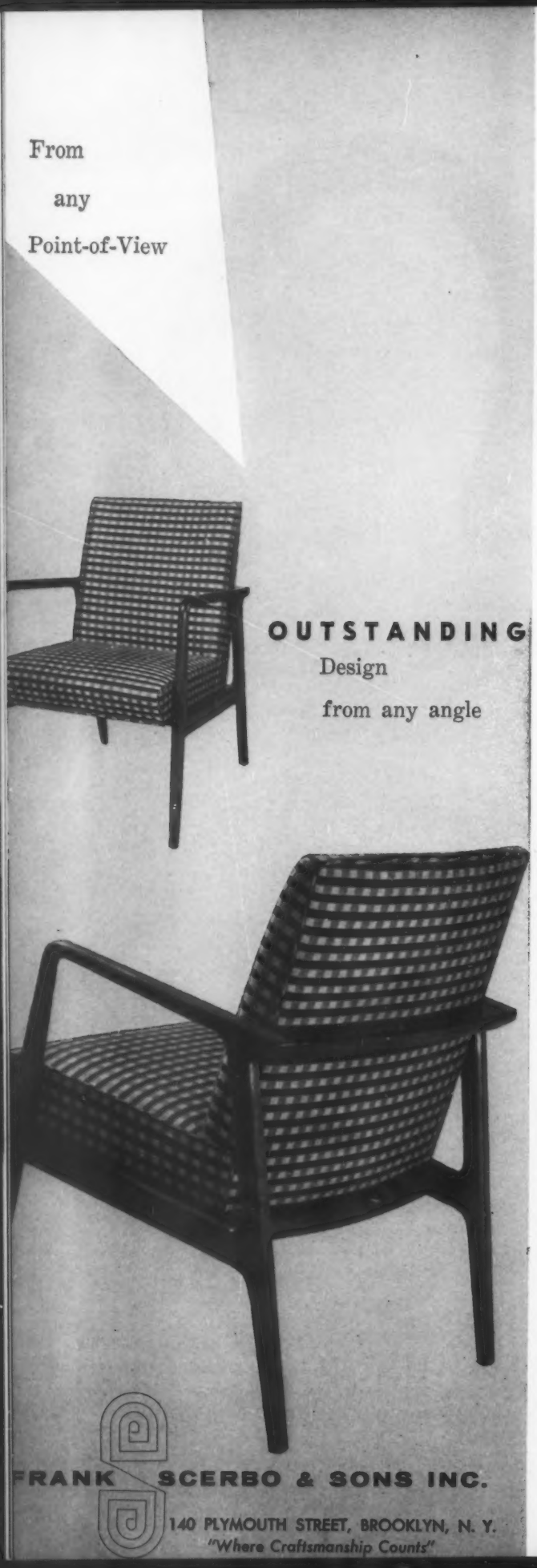
National Election

Photographed at Grosfeld House, Los Angeles, are new N.S.I.D. officers, including—left to right—Jerome J. Gans, board member, Southern California Chapter; Shirley B. Ritts, national board member; Charles J. Aufferth, Jr., vice pres., Southern California Chapter; Dimney Lee

Walton; Edward F. White, newly-elected national president; Mary Elizabeth King, secretary, Southern California Chapter; Herbert Cordier, regional West Coast vice pres.; Frances T. Rowley, treasurer, Southern California Chapter; Nicholas Peluso, manager, Grosfeld House; Elsie Kern Friedberg, Camille Holland, program director, Southern California Chapter.

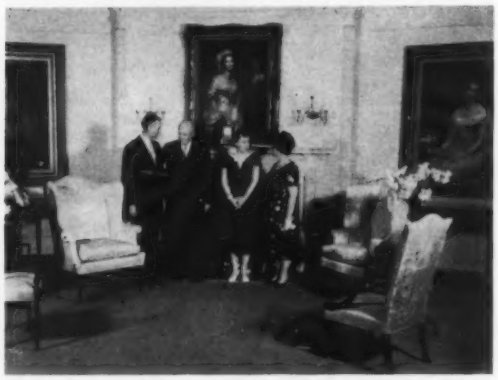
Continued on page 144

THE MAGEE CARPET COMPANY, 295 FIFTH AVENUE, N.Y. 16, N.Y.



Room given to The White House by N.S.I.D.

For many years, diplomats visiting the Executive Mansion assembled in the ground-floor Oval Room in advance of the annual diplomatic receptions; and for this reason it came to be called the Diplomatic Reception Room. The room, with outside entrance under the south portico, is now used as the President's private entrance. Last June, the President and Mrs. Dwight D. Eisenhower, in behalf of the U.S. Government, accepted for this room a collection of all-antique American furniture and accessories from the National Society of Interior Designers, who had been cooperating with the Fine Arts Commission for many months in their selections in order to make the room an authentic one of the Georgian era, the period during which the White House was built. In an informal ceremony held at the Executive Mansion, Michael Greer, president of the N.S.I.D.,



President and Mrs. Dwight D. Eisenhower are pictured before fireplace in Diplomatic Reception Room with Michael Greer, N.S.I.D. president, and Dora Brahms, N.S.I.D. chairman of committee who selected and assembled all the furnishings.

made the presentation in behalf of the donors, and said: "It is an honor and privilege for a professional organization to have assembled and presented rare examples of the finest of American craftsmanship of the 18th and early 19th centuries for the Diplomatic Reception Room of the Executive Mansion." The furnishings, valued at approximately $100,000, were donated by dealer-members of the N.S.I.D., and the gift is the first of such a complete nature ever to have been made to the Nation for installation and use in the White House. The committee members of the N.S.I.D. who selected and assembled the furnishings for approval by the White House and the Commission of Fine Arts included Mr. Greer, Mrs. Dora Brahms who headed the committee, Mr. Yale R. Burge, Mr. Jay Dorf, Mr. Edward Fields, Mr. William Gulden, Mrs. Katherine Prentis Murphy, Mr. Albert Sack, Mr. Franco Scalamandre, Mr. Edward White, Mrs. Geraldine Nicosia, Mr. Robert S. Lindenthal and Miss Ceil Williams. The room is painted light French

Continued on page 147

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N.S.I.D. NEWS, *continued from page 144*

gray, and all the upholstered furniture is in gold and white silk damask in a chinoiserie design. The rug, designed in several values of blue, green and gold, is an original design specially woven to fit the oval room, and it has a border insignia and fifty stars representing the fifty states. There is no central chandelier; but a rare set of eight Georgian sconces in brass and crystal, with hurricane shades, illumines the room. The furniture consists of rare American Hepplewhite sofa, wing chairs, armchairs and tables in the American Hepplewhite and Sheraton styles, as well as several items attributed to Duncan Phyfe. All of the accessories, including those of the fireplace, are of the period of the White House itself, exemplified by fine examples of Lowestoft and a small French mantel clock ornamented with a statuette of George Washington. Completed, this gift to the Nation is the only room in the White House furnished with all early American antiques.

N.S.I.D. at Vanleigh

Over 600 guests allied to homefurnishings and the decorating field were guests of Vanleigh Furniture Company on June 29th. The occasion honored the newly elected and outgoing officers of the National Society of Interior Designers. A highlight of the evening was the unveiling of a vignette designed by Marion Florsheim, N.S.I.D., and Eleanor Joan Hills, N.S.I.D.

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TRADE NOTES

National Homefurnishings Show

September 7th through September 17th are the dates set for the 11th edition of the National Homefurnishings Show to be held at the New York Coliseum.

Hi Fi Show

Over 100 leading American and foreign exhibits of stereophonic components will be featured in the 1960 New York High Fidelity Show to be held from September 7th to the 11th at the New York Trade Show Building. Special features include live performances by prominent artists throughout the run of the show.

Antiques Showroom

Ellsworth & Goldie, Ltd., is a new firm specializing in antiques and accessories at 210 East 58th Street, N. Y.

Fabrics Association Election

At a recent meeting of the Upholstery and Decorative Fabrics Association of America, the following officers were elected for the year commencing July 1, 1960: President: Theodore Greeff, Greeff Fabrics, Inc.; Vice Presidents: Boris Kroll, Boris Kroll Fabrics, Inc., Milton Oken, Oken Fabrics, Jack Valentine, Jack Valentine Company; Secretary-Treasurer: Donald McGeachin.

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Burge Scholarship

Announcement has been made that Yale R. Burge, president of Yale R. Burge, Antiques & Reproductions, has presented a $500 scholarship in interior design for the current year at Parson School of Design. The scholarship, second in a series of one each year to be awarded by Mr. Burge during a period of a decade, will be given to the student of promising ability on the basis of scholastic achievement.

New Service at Barclay

In addition to its custom designed fabrics and wallpapers, Barclay Studios, 505 Fifth Avenue, New York, announces the additional service of specially designed murals and sandstone sculpture by August Grant.

Baker in Atlanta

A showroom covering 6,750 square feet will be opened this fall in the new Atlanta Decorative Arts Center by Baker Furniture, Inc. Similar in decor to the present Baker showrooms in New York, Dallas, Philadelphia and Grand Rapids, the Atlanta display will feature the Palladian line of Italian and French inspired traditional, French walnut and French cherry occasional pieces and contemporary Far East. These will be coordinated with Baker's upholstered line. The showroom will be under the supervision of W. C. Evans.

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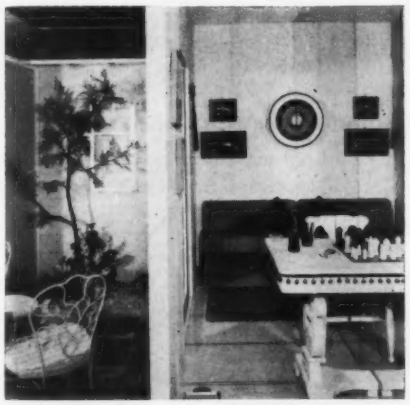
Allied Chemical Exhibit

Henry Sheehan, A.I.D., has assembled at the National Design Center a vignette of Patio and Family Room which exhibits the contribution chemistry makes to our daily lives. Nearly every item illustrated springs in whole or in part from products of Allied Chemical Corporation. In the patio, yellow aluminum siding, Bar-



Fire shingles, and corrugated "Allite" plastic divider (all from the Barrett Division) frame Salterini garden furniture with Polyurethane cushions. In this yellow scheme even the melamine dinnerware in "Golden Harvest" pattern has its origins at Allied. Planting by

Continued on page 154

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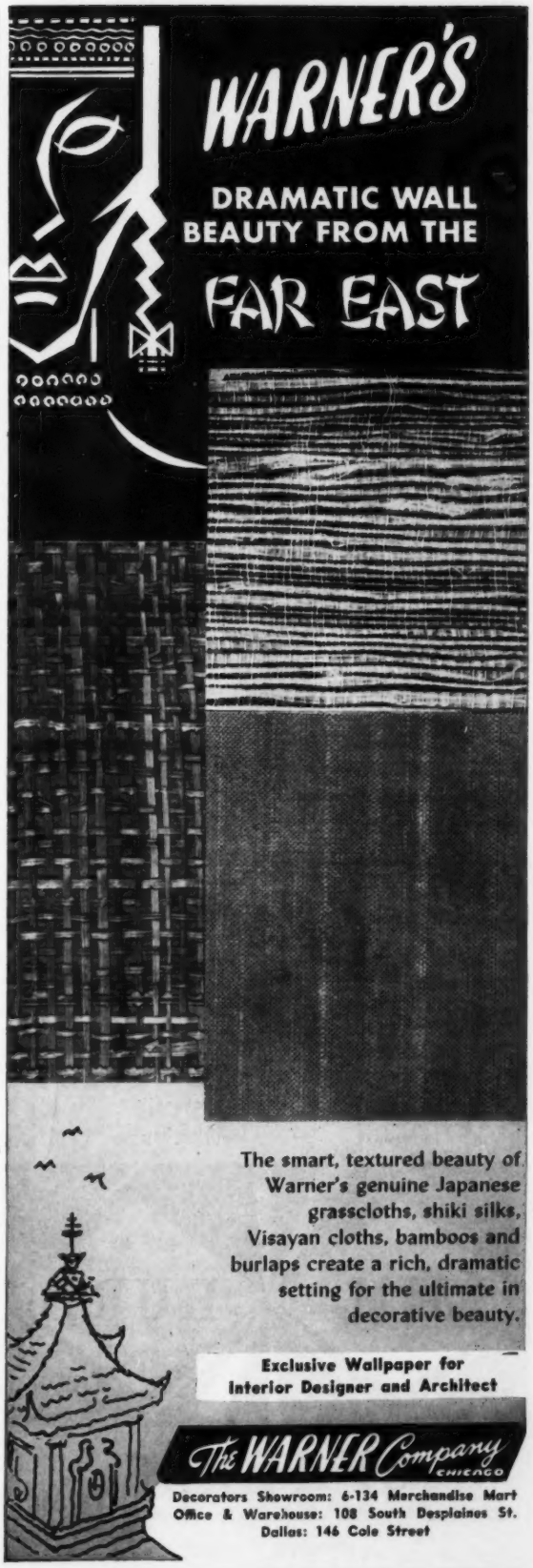

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TRADE NOTES, *continued from page 153*

Edgar Keefer. Through the "Arcadia" sliding glass door from Elmer T. Hebert Inc., the family room shows Barrett insulating plank and Sparkler pattern ceiling tiles in yellow and citron. Fabric on sofa, chair, and Polyurethane pillows is Caprolan nylon as is the carpet. "Amtico" vinyl flooring and glassware and ashtray both contain products from the Solvay Process Division and with the Plaskon Melamine chess set further demonstrate the versatility of chemicals today.

New Stroheim & Romann Showrooms

One of the most unusual showrooms for a fabric house is the delightful new office of Stroheim & Romann in Miami, Florida, at 40 North East 40th Street. Entrance is through

an old Spanish wrought iron gate, and the romantic setting is enhanced by a quaint gazebo just inside the gate. As can be seen from the exterior illustration, the

Continued on page 157

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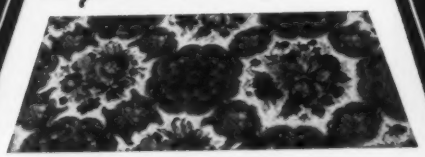

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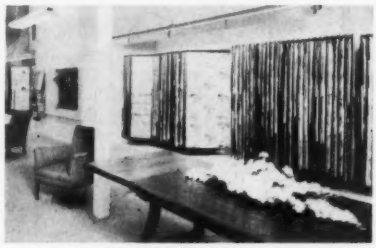
TRADE NOTES, *continued from page 154*

building has something of the appearance of a doll's house. Office manager is Samuel R. Mendel. The interior view is the firm's new San Francisco showroom at 445 Jackson Street. Fabric samples are offered on a self-service basis whereby interior designers take what they want from the wings thus speeding up service. Lighting over the wings is an especially designed fixture using Luxor fluorescent bulbs, a recent color corrected development of that company. The manager of the San Francisco showroom is John C. Nason.



Antique Marble

Kentile, Inc. has introduced a new style in solid vinyl tile flooring called "Antique Marble" which stresses the beauty of pastel colors. The unusual depth of the colors also gives an effect that is almost translucent. The six available colors are: antique pink, antique yellow, antique beige, antique gray, antique aqua and antique green.

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Ideas on Decorating

J. H. Leroy Chambers, Jr., A.I.D., Vice President of The H. Chambers Company in Baltimore, is helping to publicize the Interior Design profession on a current series of radio programs called "Ideas on Decorating." The program, heard over Station WAYE, started last February

and ran for five days a week for thirteen weeks. During the summer months, a limited amount of broadcasting is being done, but the program will continue full time in the fall. Mr. Chambers says that the series is dedicated to furthering the public's understanding of the services rendered by the qualified interior designer.

New Showroom for Quaintance

Quaintance Fabrics has opened a new showroom at 509 Madison Avenue, New York. The line is being displayed in the existing Bailey & Griffin space on the 18th floor.

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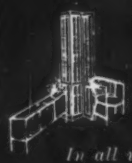

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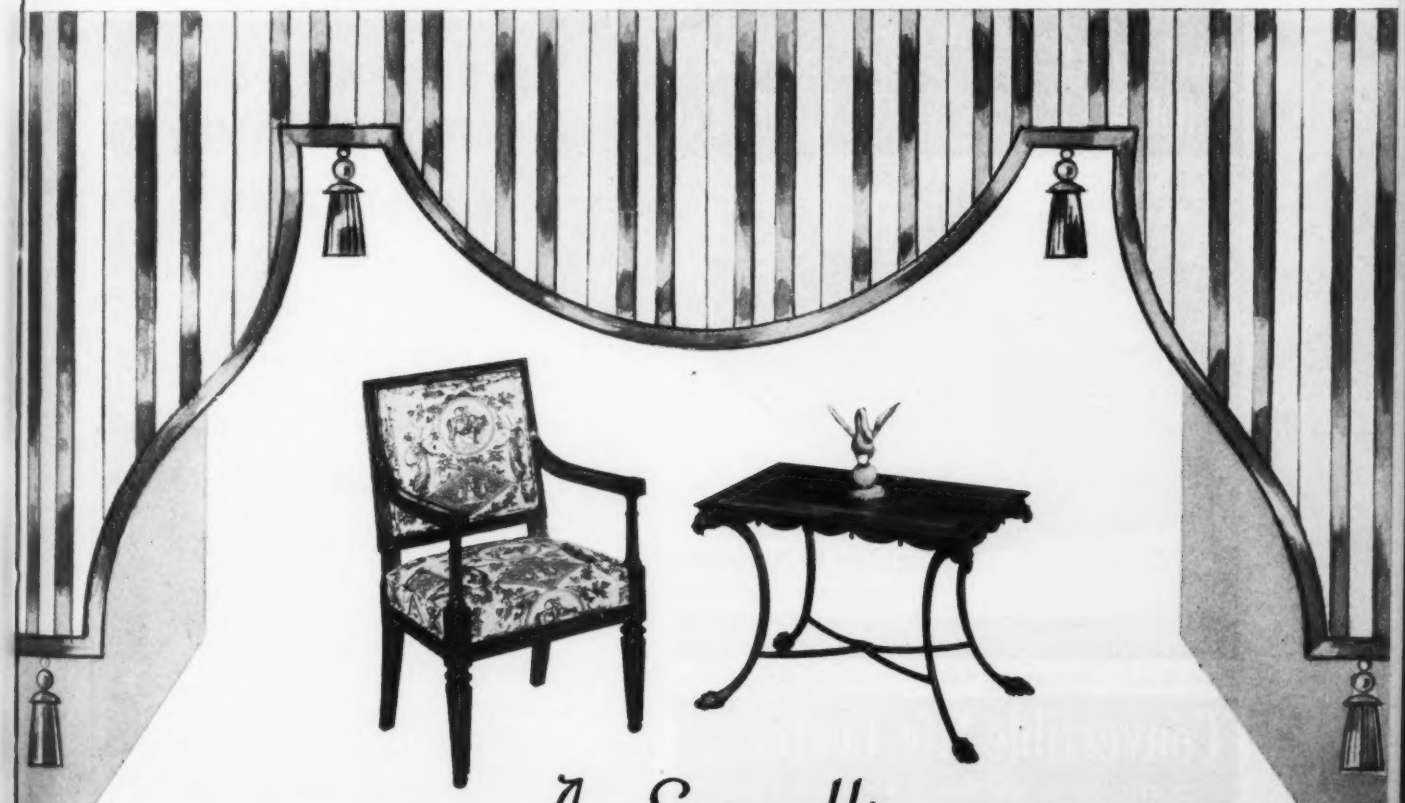
DAVID NORTHROP, 150 Decorative Center, Dallas, Texas



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New Elko Showroom

Elko Textile Co., Inc. known for fine upholstery and drapery fabrics, has opened a new showroom at 515 Madison Avenue, New York. The firm's offices are at 38 East 30th Street.

Design in Germany Today

A major exhibition titled "Design in Germany Today" is currently on view at the National Housing Center, Washington, D. C., and will remain until August 28th. The exhibition includes nearly 700 pieces and illustrates the achievements of individual craftsmen and outstanding manufacturers in glass, porcelain, ceramics, silver, woodwork and textiles. Other cities where showings have been arranged include New York (Cooper Union Museum), Boston (Institute of Contemporary Art), Manchester, N. H. (Currier Gallery of Art), and Toledo (Toledo Museum of Art).

Greeff Doubles Boston Space

By acquiring the showroom next to its present quarters on the fourth floor at 420 Boylston Street, Boston, Greeff Fabrics, Inc., has doubled its showroom space. Work is underway on remodeling the enlarged area which is being designed by Chandler Cudlipp Associates of New York. The same firm is also designing Greeff's New York showroom at 155 East 56th Street, to be ready for occupancy early next year.

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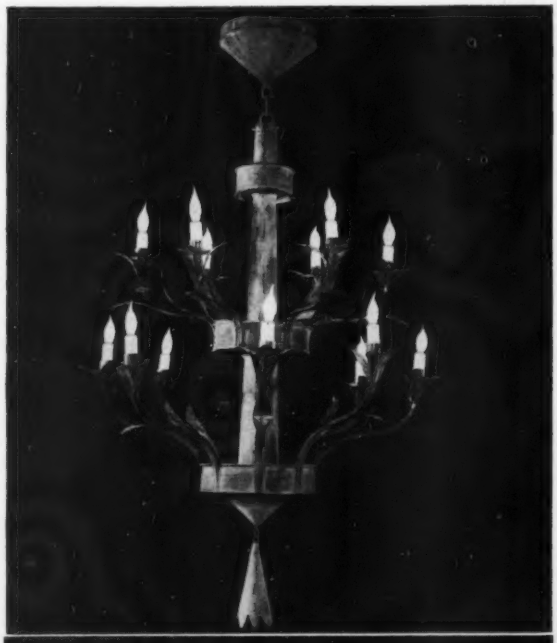
New England: Jack Fearer, 98 Floyd St., Dorchester 24, Mass.
Montreal, Canada: Decorator's Mart, 2137 Crescent St.
Texas: R. S. Greathouse, Box 1714, Dallas 21
Florida: Robert S. Collins, 160 N. E. 40th St., Miami



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MIAMI: Hampton Furniture Co., 6760 N. W. 36th Avenue

WEST COAST REPRESENTATIVE: Mrs. Riega Symons
2860 Holt Avenue, Los Angeles, Calif.

Report from Home Fashions League

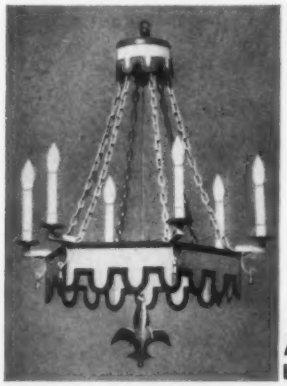
Betty Bowman, head of Bowman Interiors at Pacific Palisades, Calif., is the new national president of the National Home Fashions League, Inc. Other new national officers are Mary Hannan, color stylist for James Lees & Sons, executive vice president, and Dodie McLaughlin of McLaughlin-Guye, New York, secretary-treasurer. New officers have also been elected in the New York Chapter of the League and include: Mildred Plumb, The Firestone Tire & Rubber Company, president; Louise Nickerson, Simmons Company, Executive Vice-President; Emily Malino, Emily Malino Associates, Inc., treasurer; and Ruth D. Sunley, Owens-Corning Fiberglas Corp., secretary.

New Furniture Showroom

Richard Alan Furniture Corp., is the name of a new furniture showroom formed by Joseph Drogy and Domenick J. Squillacioti at 515 Madison Avenue, New York. Featured will be many lines of furniture not available through other New York showrooms.

Students at Lorraine

Twenty students of the New York School of Interior Design were conducted on a recent tour of Lorraine Studios, 319 East 44th Street, New York, where they watched demonstrations of slipcover cutting, and the custom making of draperies, bedspreads, Roman and Austrian shades.



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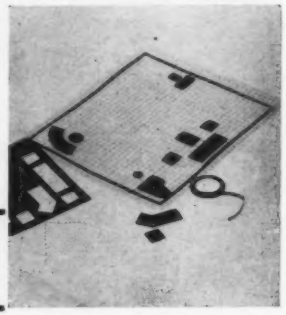

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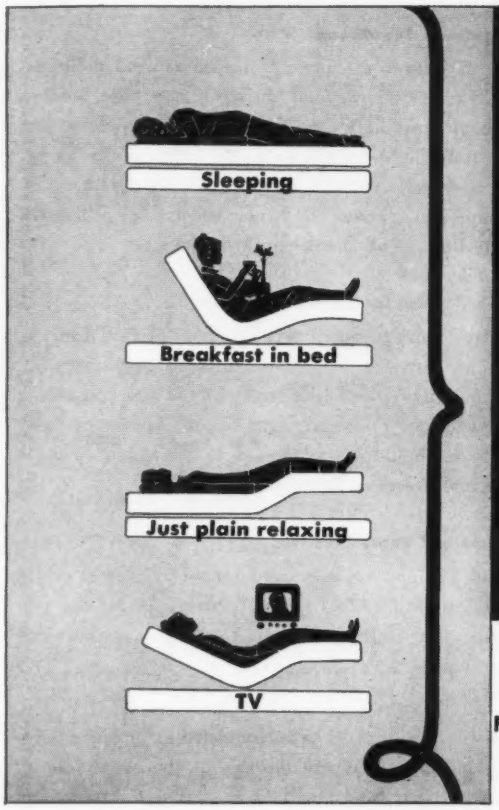

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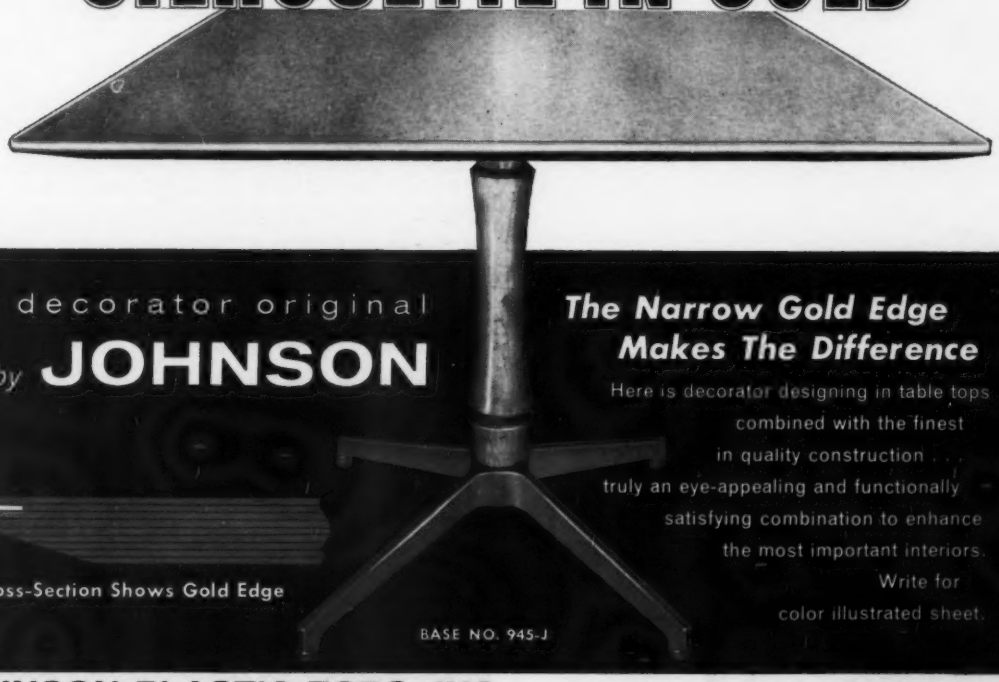

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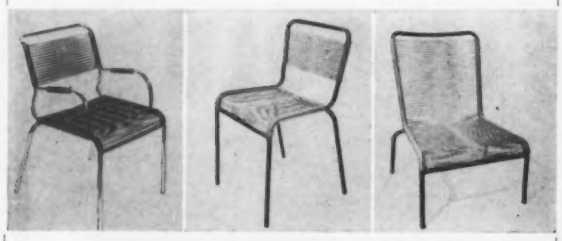

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New Bethlehem Showrooms

Bethlehem Furniture Company has announced the opening of two new showrooms, bringing the total number throughout the country to five. A Chicago showroom will be at Welles & Carter Inc., 325 North Wells Street; a Cleveland showroom will be at Gordon Furniture Co., 2201 Superior Avenue. Both new showrooms will carry complete lines of all Bethlehem groupings.

New Miami Space for Decorative Fabrics

Decorative Fabrics, Inc., has moved its Miami, Florida, showrooms to 54-56 N.E. 40th Street, Miami, under the direction of Mrs. Freda Jennings. All inquiries regarding the line and the "Time & Space Saver" library of color and design should be addressed to the main office at 380 Second Avenue, New York.

Manufacturers' Representatives

Jo Mead Designs are now represented in New York at Oxford-Kent Ltd., 425 East 53rd Street, under the personal direction of John Cardy. A catalog is available on written request.

* * *

Jens Risom Design, Inc. have completed arrangements for display of their furniture designs at the showroom of Executive Office Interiors, 528 Washington Street, San Francisco.

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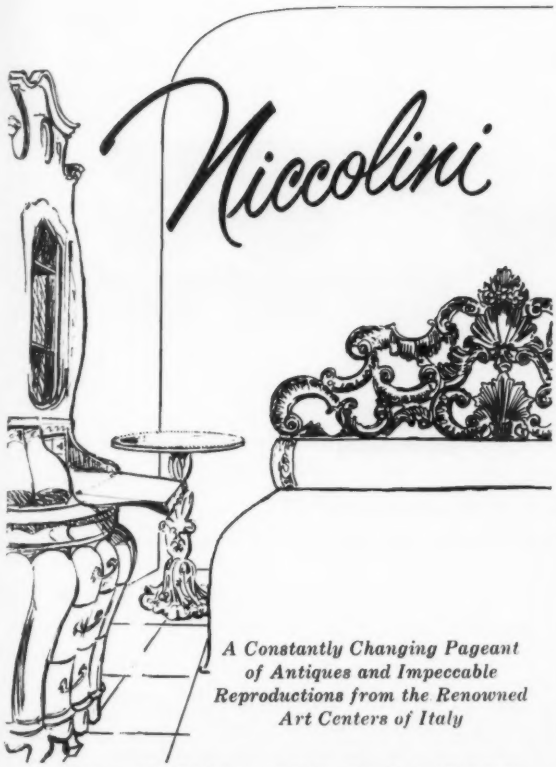

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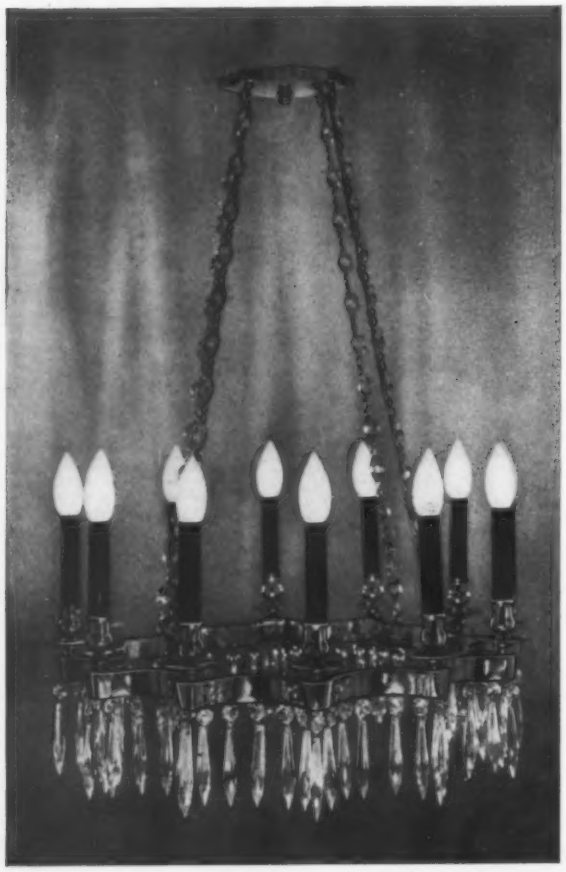

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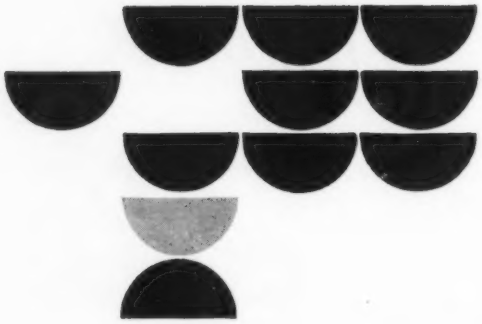

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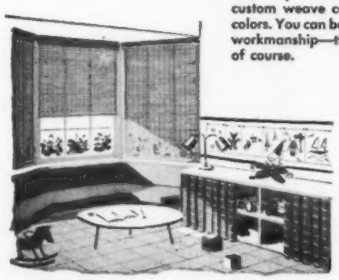

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Change of Address

The showrooms and offices of Robert Crowder & Associates are now located at 8784 Beverly Boulevard, Los Angeles.

* * *

H. S. Clifton, Ltd., manufacturer of custom upholstered furniture, has moved to 1114 First Avenue, New York.

* * *

Rian Taggart Associates, manufacturers representative, have moved to new and larger quarters in the Architects Building, 17th & Sansom Streets, Philadelphia. Among the firms represented are David & Dash, House of Verde, Wayne Carlson and Boss Carpet Co.

Manufacturers' Representatives

Scroll, Inc., manufacturers of wrought aluminum casual furniture, have appointed Hargri, Inc., 212 W. Kinzie Street, Chicago as sales representatives in Illinois, Wisconsin, Minnesota and Iowa. Hargri, Inc. will also maintain a factory showroom at the above address where Scroll's *Italia, Weathervane* and *Prestige* collections will be displayed.

* * *

Frank Ladd, manufacturers' agent with a showroom at 122 W. Kinzie, Chicago, has been appointed to represent Designs by Ever-thine for the midwest territory. Ever-thine, a Los Angeles firm at 8030 W. Third Street, offers a variety of artificial trees and flowering plants.

Hobe Erwin Editions In Wallpapers

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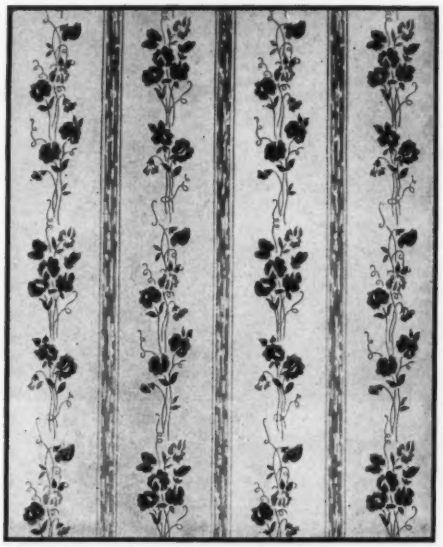

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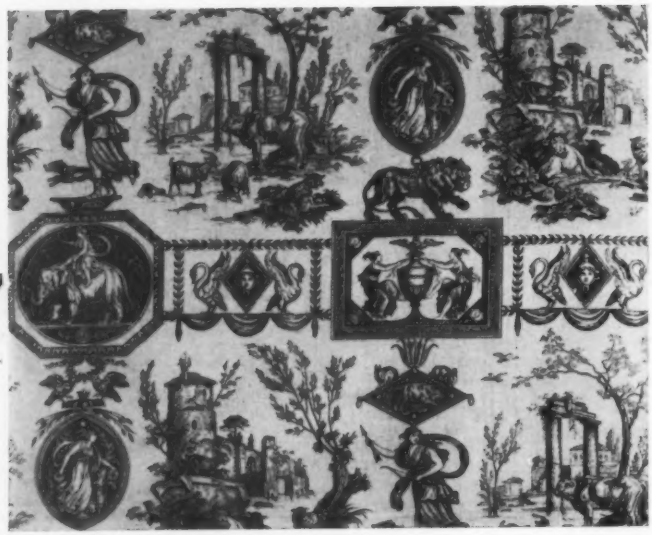

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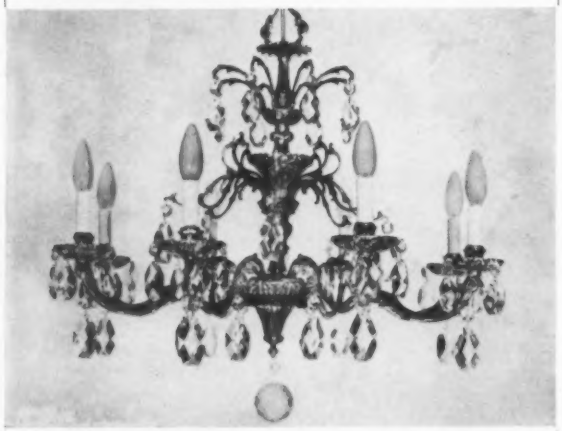

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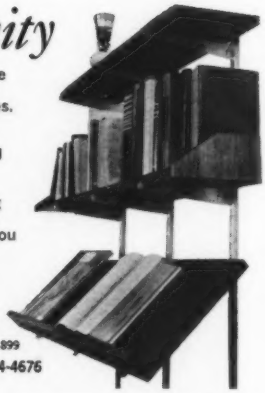

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1550 No. 13th St., St. Louis 6, Mo.

Manufacturers' Literature

How to meet specification needs for furnishings of government services is the subject of a new booklet available from Royal Metal Mfg. Co., 1 Park Avenue, New York. Included are typical applications for office furniture, school and dormitory furniture, hospital, reception and lounge furniture.

* * *

A new four-color brochure on the use of Hermosa Ceramic Tile is available from Gladding, McBean & Co., 2901 Los Feliz Blvd., Los Angeles. Included are color reproductions of tile installations in kitchens, family areas, bathrooms and swimming pools.

* * *

Progress Manufacturing Co., Philadelphia 34, Pa., has published a 34 page "Home Lighting Handbook" illustrating the firm's extensive collection of lighting fixtures and numerous suggested applications.

* * *

Empire State Chair Company, Inc., 424 Madison Avenue, New York, has published a handsome catalog illustrating dozens of new chair designs of bentwood construction and imported beechwood. Also included are bar stools, tables, servers and booths designed especially for restaurant and contract installations.

* * *

To supplement its 1959-60 catalog, the Ficks Reed Company has issued three new brochures to illustrate three separate groups recently introduced. Included are *Sakura* designed by John Wisner, A.I.D., *Country Casual*, and *Ficks Features* comprising new budget-priced furniture and accessories. Copies may be obtained by writing on official letterhead to the Ficks Reed Company, 4900 Charlemar Drive, Cincinnati, Ohio.

* * *

The new Stanley drapery hardware catalog (No. 108) illustrates, describes and shows application, wherever necessary, of the firm's complete line of drapery hardware. Included are such groups as traverse rods, track and accessories, cut-to-measure, curtain and sash rods, cafe sets and drapery accessories. Copies are available by writing Dept. PD, Stanley-Judd, division of The Stanley Works, Wallingford, Conn.

* * *

The 1960 Garden Redwood Ideas booklet is now available by writing the Architects-Builders Service Library, California Redwood Association, 576 Sacramento Street, San Francisco 11, Calif. Redwood's versatile role in modern garden design is illustrated in color illustrations.

* * *

A new, 8-page illustrated booklet describing some of the varied uses of the 800 types of felts manufactured for industrial and decorative uses is available from the American Felt Company, Glenville, Conn.

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Manufacturers' Literature

Statton Furniture Mfg. Co., of Hagerstown, Maryland, has issued a new, spiral-bound catalog illustrating the firm's Cumberland Cherry, Maryland Maple, and Traditional Upholstery collections. Included are both black and white and color photographs, showing furniture both in close-up and in room settings.

* * *

Kittinger Company, Inc., 1893 Elmwood Avenue, Buffalo, New York, has published a new catalog containing "A Selection of Williamsburg Furniture Reproductions." In addition to black and white photographs with detailed description of each piece, the catalog includes some background information on Colonial Williamsburg and an explanation of some of the construction features in Kittinger's reproductions.

* * *

An attractive, spiral-bound booklet has been issued by Thonet Industries Inc., 1 Park Avenue, New York, featuring a selection of pieces in the current Thonet line.

* * *

Old Colony Furniture Company, Inc., Nashua, N. H., has issued a comprehensive catalog of its furniture designs. A full page is given to the photograph and description of each piece.

* * *

"The Light Side of Decorating" is the title of a new booklet published by The Superior Electric Company, Bristol, Conn. Not only is the booklet full of lighting ideas with at least four lighting schemes for every typical room, but it is also a wealth of decorative suggestions. All the rooms, illustrated in full color renderings, were designed by C. Eugene Stephenson, F.A.I.D., and each is keyed to wiring diagrams and installation sketches to assist in choosing the right fixtures and light sources. All lighting shown can be made bright or dim as desired with Luxtol light controls. Copies are available at 25c.

* * *

Erwin-Lambeth, Thomasville, N. C., is introducing an interesting kit called the "Necessary House" of decorative treatments. Included is a comprehensive group of upholstery treatments—trapunto designs, pleated panels, valance skirts, decorative braid, scalloped and buttoned pillow designs and a variety of edgings—which are available on the entire Erwin-Lambeth upholstery line.

* * *

Decor Designs, 3311 W. McNichols, Detroit, Michigan, has just published a new catalog on hand-crafted lighting fixtures showing examples in tole, wood and crystal.

* * *

The Paul Hanson Company, Inc., is now preparing a catalog supplement, No. 61, which will be in the mails early in September. If you are not already on their mailing list, write on your business letterhead to Paul Hanson Co., Inc., 15 East 26th Street, New York 10, N. Y.

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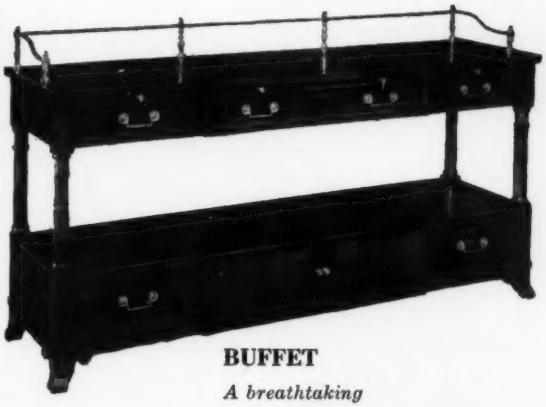

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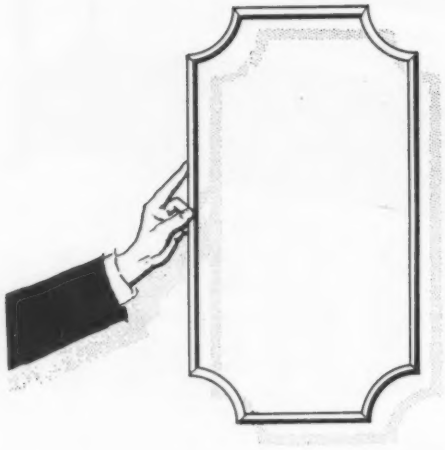

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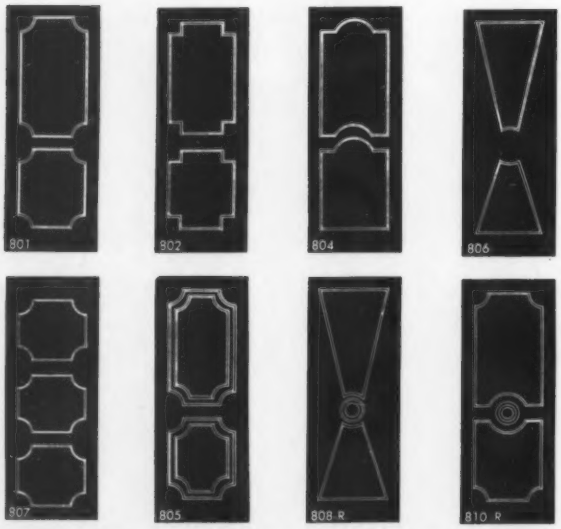

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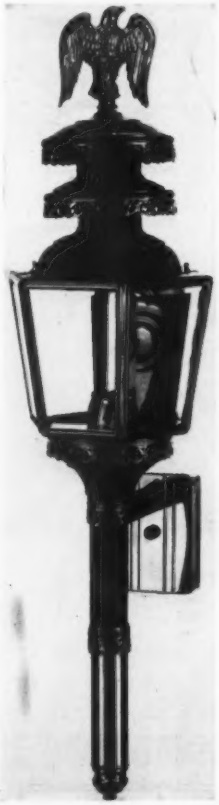

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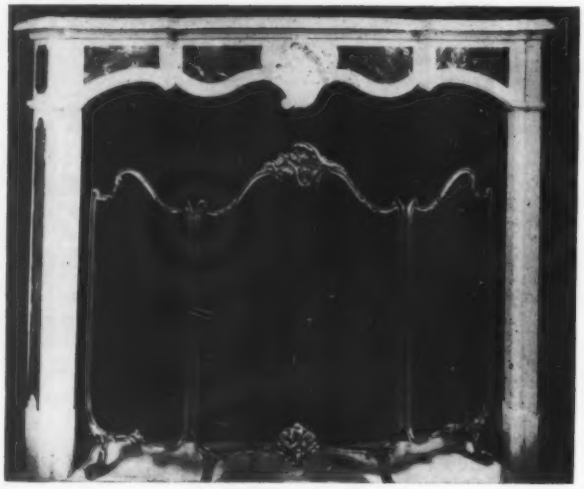

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Designer Charles Eames received the 1960 Design Award from the Philadelphia Museum College of Art "for making a fine art of furniture and the film."

* * *

Ming Reproductions, Inc., has appointed Lew Raynes, Inc., as sole distributor of its line of Ming dynasty reproductions imported from Hong Kong. Included are chairs, tables, cabinets, planters, chests, tabourettes and a complete dining room group. The line is on display at 227 East 56th Street, New York.

* * *

John Tapner has been appointed Vice President in Charge of Marketing for Jens Risom Design, Inc. Prior to joining the Risom organization, Mr. Tapner was Vice President and General Manager of the Wm. E. Miller Furniture Co. in Washington, D. C. Mr. Tapner takes over marketing duties from Albert D. Kappel, who is resigning from an active management position but will continue as a member of the Board of Directors.

* * *

Kandell Industries has appointed John K. Odin as Vice President and General Manager of Functional Fabrics Inc., an affiliate of Kandell at 261 Fifth Avenue, N. Y.

* * *

Anthony Van Wye, of Vanleigh Furniture Company, was recently installed as a director of the National Wholesale Furniture Association.

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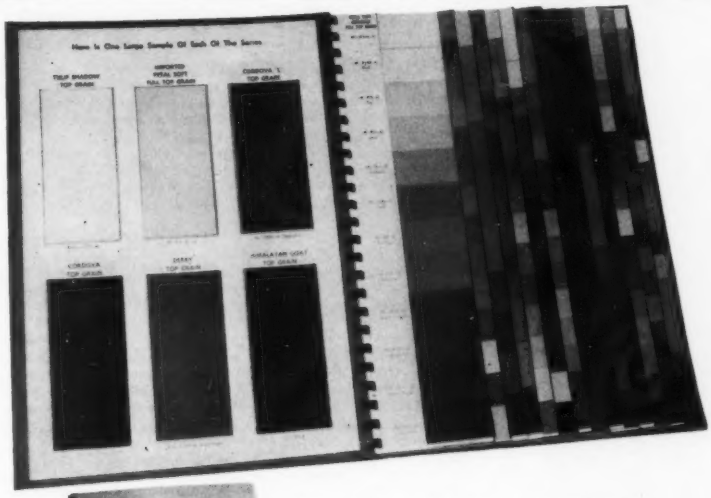

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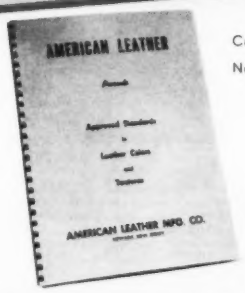

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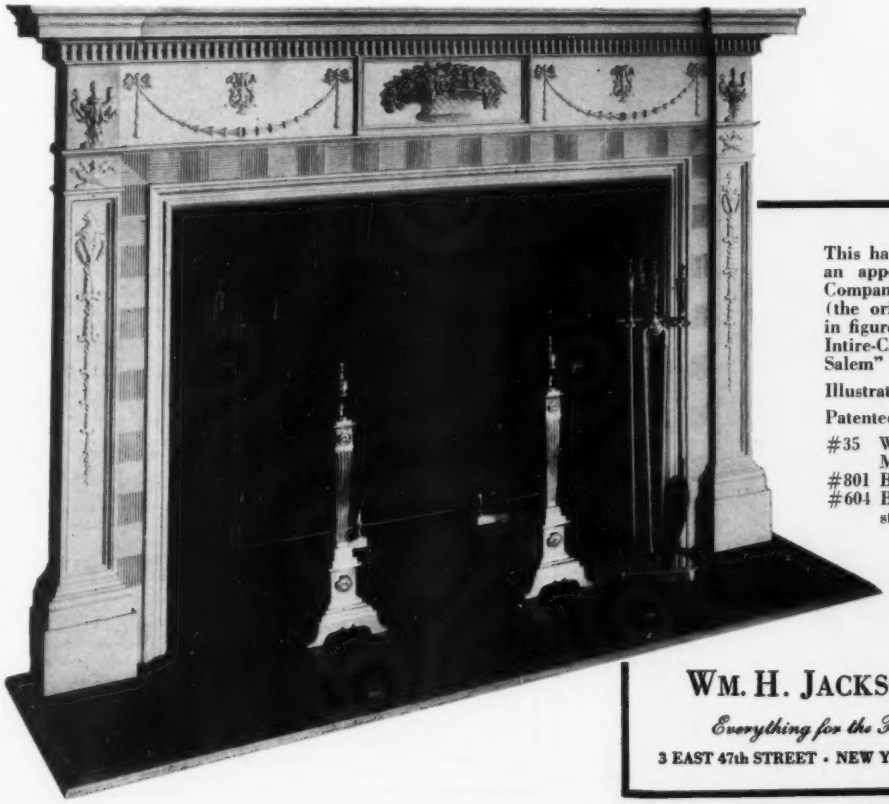

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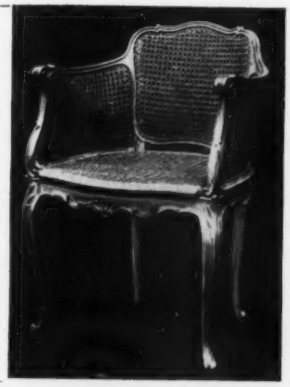

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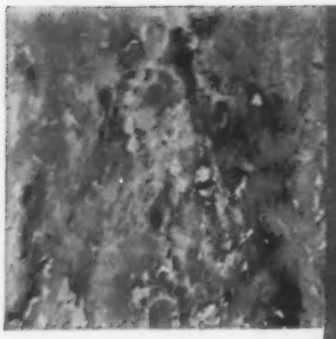

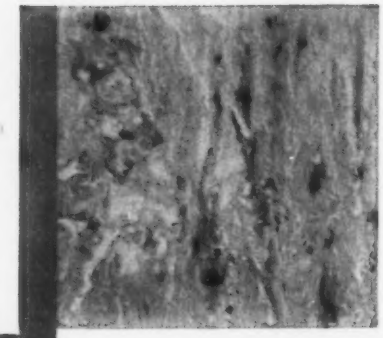

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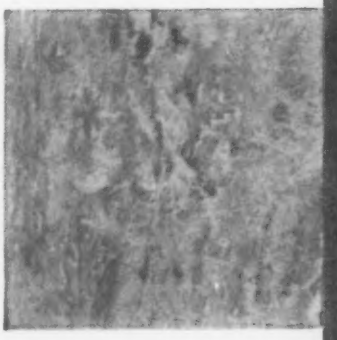

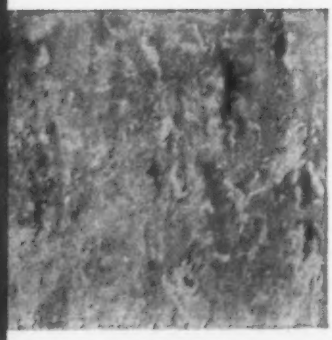

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